

Good Dog Academy's Student Handbook

Professional Pet Dog Trainer Certificate
Business for Professional Pet Dog Trainers
Continuing Education Units



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Welcome

“Scratch a dog and you’ll find a permanent job”

– Franklin P. Jones



Good Dog Academy



The purpose of this handbook is to provide a quick reference guide to our school. It contains essential information as well as important school policies. Please read the handbook carefully.

Good Dog Academy has a dedicated and talented staff who are here to help you succeed in your program.



Mission Statement

Good Dog Academy's mission is to provide quality, comprehensive and up to date education to existing and aspiring dog industry professionals for the purpose of raising standards in pet dog training and dog care.

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General Information, Policies and Waivers

“A dog is the only thing on earth
that loves you more than he loves
himself.”

– Josh Billings





Program Requirements

1. Age - Must be 18 years of age to graduate.
2. Access to a computer and internet connection.
3. You will need regular access to a dog that you can train for the Skill Development portion of your program that is in good health and is 6 months of age or older at the start of your Skill Development work.
4. Our training protocol is based on the Humane Training Model and Positive Reinforcement. You will need to agree to use this protocol at all times.
5. We require a completed application form for the Professional Pet Dog Trainer Certificate Program.
6. For seamless access to your program, please use ONE EMAIL ADDRESS only.



Program Deadlines and Accessibility after Graduation

Professional Pet Dog Trainer Program

Dogsafe Canine First Aid

Professional Pet Dog Trainer Program

To earn your certificate, the entire program must be completed within one year of registration.

The program is accessible for ONE full year after graduation. There is no further Skill Development coaching included after graduation.

Graduates can arrange for further private coaching with their instructor at the reduced rate of \$80 per hour by contacting academy@gooddog.ca.

Graduates remain a member of the Community Portal after graduation. To be removed from the Community, send an email to academy@gooddog.ca.

Dogsafe Canine First Aid

Once you have registered for Canine First Aid, the program **MUST** be completed within 2 months.

Certificate must be renewed every 3 years by redoing the program. Future renewals of this certificate are not included.



Program Deadlines and Accessibility after Graduation

Business for Professional Pet Dog Trainers

This program must be completed within one year of registration and is accessible for ONE full year after graduation.

Business for Professional Pet Dog Trainers

Continuing Education Units

All CEUs must be completed within 60 days of registration.

Continuing Education Units



Code of Conduct

Good Dog Academy expects all students to adhere to a Code of Conduct during and after their program of study. Any student who does not meet GDA's Code of Conduct conditions will be subject to immediate dismissal without a refund and any graduate flouting the Code of Conduct may have their Certificate revoked. Requests for clarification can be made to the Administrator.

Code of Conduct

1. Adhere to the Humane Training Model.
2. Behave in a manner that is respectful of other students, staff members, dogs and Good Dog Academy Inc.
3. Harassment, bullying, slanderous remarks or other violent acts will NOT be tolerated either online or in person towards any person, student, staff member, dog or Good Dog Academy Inc.
4. Under no circumstances will verbal abuse or threats of any kind be tolerated.

Humane Training Model

***humane:**

compassionate, kind, kindly, kind-hearted, considerate, understanding, sympathetic, tolerant, civilized, good, good-natured, gentle; lenient, forbearing, forgiving, merciful, tender, benevolent, charitable, generous

1. Identify goals and desired behaviours.
2. Develop a realistic plan using positive reinforcement techniques.
3. Observe and record successes and failures.
4. If goals and desired behaviours are not being reached, identify and record reasons why the dog may not be progressing.
5. Focus on altering the plan based on observation.
6. Depending on identified issues, create a new plan of action using positive reinforcement techniques.
7. Observe and record successes and failures.
8. If goals and desired behaviours are not being reached, get a second opinion from a qualified Behaviour Technologist or experienced peer.
9. Using the recommendation from the Behaviour Technologist or experienced peer, create a new plan of action.
10. Observe and record successes and failures.
11. If goals and desired behaviours are still not being reached, consult a qualified veterinarian to rule out medical issues or discuss mood modification medication.
12. If the dog presents a **safety risk** to you or the general public, we highly recommend that you work with an experienced peer until you have developed enough skill yourself to assess the risk and how to proceed.



Admissions Policy

Good Dog Academy is committed to enrolling students who are likely to succeed in achieving their education and career goals.

Good Dog Academy requires a completed application form for the Professional Pet Dog Trainer Certificate Program.



Privacy Policy

Under the Personal Information Protections Act, you are entitled to access your student file.

Student's personal information will only be used by Good Dog Academy and will never be sold or licensed to a third party.



Language Policy

Good Dog Academy's programs are offered in English only at this time.

We are open to exploring other languages in the future.



Withdrawal and Refund Policy

30 Day No Questions Asked Guarantee

Students who have made a one-time payment for their program can apply for a no questions asked refund for the Professional Pet Dog Trainer program up to 30 days after registration. A full refund will be processed within 14 days of a written request to: academy@gooddog.ca.

With your paid registration, the first 11 courses (up to and including Behaviour Problem Solving) are available to you **immediately**. EVERYTHING ELSE will open on Day 31 - the day after the Refund Period is complete.

If at any time during the first 30 days you would like to have all program material unlocked, email academy@gooddog.ca stating you agree to waive your refund eligibility.

No refunds are available for Payment Plans, the Business for Professional Pet Dog Trainers or any of the Continuing Education Unit Credit courses.



Sick or Injured Dog or Human

If during your program either you or your dog becomes sick or injured you can apply to 'pause' your program for up to 6 weeks.

The sickness or injury must be of a serious nature and documentation of sickness or injury may be required.

This is a one-time offer only and must be approved by the Administrator. Please submit your request in writing to academy@gooddog.ca.



Waivers

The following statements are considered **accepted** when you sign your program application:

I have read and accept ALL policies as posted in Good Dog Academy's Student Handbook (this handbook) including the Code of Conduct.

I understand that any Certificate I earn will be revoked if proof of animal cruelty is presented against me or if I am found not to be following the Humane* Training Model.

I understand that the Intellectual Property contained in my program is for my own personal use only and I do not have any rights to copy, share, reproduce, republish, upload, download, post, transmit or duplicate the materials in whole or part, unless specifically authorized in writing by Good Dog Academy Inc.

I understand that I have NO license, express or implied, to use any of Good Dog Academy's trademarks. I will not link to or frame the materials, Good Dog Academy's website, or any portion thereof, for any purpose unless specifically authorized in writing by Good Dog Academy.

*humane: compassionate, kind, kindly, kind-hearted, considerate, understanding, sympathetic, tolerant, civilized, good, good-natured, gentle; lenient, forbearing, forgiving, merciful, tender, benevolent, charitable, generous



Waivers - continued

I understand that for my convenience my program may reference a third-party website. I understand that Good Dog Academy has no control over Third-Party Sites or the content within them and therefore cannot guarantee, represent or warrant that the content contained on such Third-Party Sites is accurate, legal, and/or inoffensive.

I understand that Good Dog Academy cannot guarantee that its website, programs and courses will be error-free or uninterrupted or the software used to deliver the programs and courses will be free of viruses or other harmful components.

I understand that the program may, from time to time, be unavailable due to routine maintenance.

Before handling or training a dog with aggressive, anxious, unruly or hyperactive behaviours, I agree to seek the advice of a qualified Behaviourist, Certified Behaviour professional or veterinarian.



Waivers - continued

I understand that earning my Professional Pet Dog Trainer Certificate and/or Business for Professional Pet Dog Trainers does not guarantee that I will develop a profitable business.

I will refer any aggression cases or cases with bite histories to a qualified Behaviourist, Certified Behaviour professional or veterinarian.

I give Good Dog Academy Inc. permission to use photos and videos of myself and my dog for media and marketing purposes.

By submitting and electronically signing my application form I acknowledge that I have read, understood and accept these Waivers.

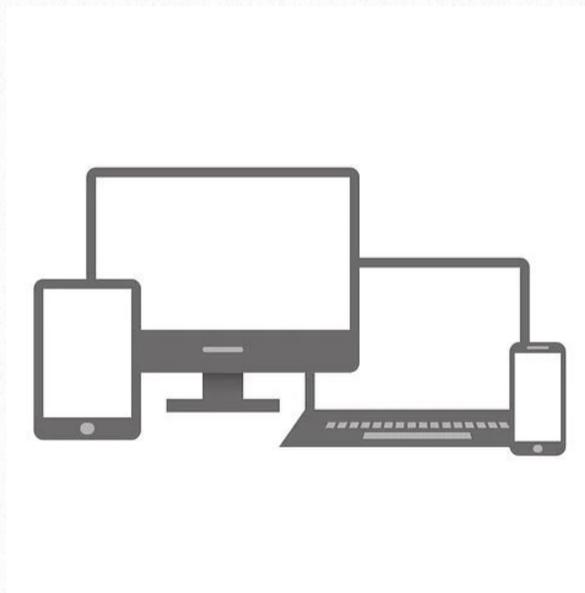
I understand that should I have any questions before accepting these waivers I may contact Good Dog Academy's Administration in writing at academy@gooddog.ca.



Technology

You can use any current device to work on your program.

If you are using your phone, we recommend that you sign into your account through the [GoodDog-Academy.com](https://www.GoodDog-Academy.com) website. Click on Login at the top of the page. This is the best way to prevent any technical issues viewing photos.





Six Ways to Make this Program More Valuable

1. *Participate* to **engage** your learning.
2. *Question* to **enhance** your learning.
3. *Read* to **expand** your learning.
4. *Reflect* to **measure** your learning.
5. *Apply* to **transfer** your learning.
6. *Innovate* to **adapt** your learning.

Make a plan to succeed!

3

Professional Pet Dog Trainer Certificate Application Form

“Dogs are not our whole life, but
they make our lives whole.”
– Roger Caras





Application Form

Good Dog Academy's Professional Pet Dog Trainer Certificate program requires you to fill in an application form. We want to make sure that your goals for taking this program will be met.

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Pricing & Payment Plans

“Dogs have a way of finding the people who need them and filling an emptiness we didn’t ever know we had.”

- Thom Jones



Professional Pet Dog Trainer Certificate Program



Gold

One-time payment
\$1495*
6 Monthly Payments of
\$275*

Course List Below and
Descriptions Online

Platinum

One-time payment
\$1795*
6 Monthly Payments of
\$325*

Course List Below and
Descriptions Online

Diamond

One-time payment
\$2425*
6 Monthly Payments of
\$430*

Course List Below and
Descriptions Online

*All taxes and processing fees are included

Easily upgrade between price points - pay the difference and get more access!

All prices are shown in Canadian funds.

US and International Students - your credit card company will calculate the exchange and charge in your country's currency.
No additional GDA fees.

ONE-TIME PAYMENT OPTION: The first 11 courses (up to and including Behaviour Problem Solving) are available to you **immediately**. EVERYTHING ELSE will open on Day 31 - the day after the **Refund Period is complete**. If you would like to have all program material unlocked immediately, you can send us an email waiving your refund eligibility at anytime during the first 30 days.

6 MONTH PAYMENT PLAN: New material will open each month after payment is processed. Please see the Payment Plan Course Opening Schedule below. **No refunds** are available with the payment plan option. If you would like to open material faster, you can pay out your plan and get access to all content at any time. Contact us at academy@gooddog.ca.

Payment Plan Course Opening Schedule

Gold - Payment Plan		Platinum - Payment Plan		Diamond - Payment Plan	
Opens Day 1	Principles of Training	Opens Day 1	Principles of Training	Opens Day 1	Principles of Training
	Training Equipment		Training Equipment		Training Equipment
	Evolution of the Dog		Evolution of the Dog		Evolution of the Dog
	Dog Breeds		Dog Breeds		Dog Breeds
	Selecting a Dog		Selecting a Dog		Selecting a Dog
	Today's Canine		Today's Canine		Today's Canine
	The Physical Dog		The Physical Dog		The Physical Dog
	Canine Language		Canine Language		Canine Language
	Training Philosophies		Training Philosophies		Training Philosophies
	Learning Theory		Learning Theory		Learning Theory
	Behaviour Problem Solving		Behaviour Problem Solving		Behaviour Problem Solving
Opens Day 31	Fear & Anxiety	Opens Day 31	Fear & Anxiety	Opens Day 31	Fear & Anxiety
	Aggression		Aggression		Aggression
	Euthanasia		Euthanasia		Euthanasia
	Nutrition		Nutrition		Nutrition
	Bylaws		Bylaws		Bylaws
	Instruction		Instruction		Instruction
	Final Exam		Final Exam		Final Exam
	Canine First Aid		Canine First Aid		Canine First Aid
			Business for Professional Pet Dog Trainers		Business for Professional Pet Dog Trainers
Opens Day 61	Basic 1	Opens Day 61	Basic 1	Opens Day 61	Diamond Bookings
	Basic 2		Basic 2		Daycare & Boarding Management
	Basic 3		Basic 3		Templates
	Video Submission #1		Video Submission #1		Basic 1
					Basic 2
					Basic 3
					Video Submission #1
Opens Day 91	Basic 4	Opens Day 91	Basic 4	Opens Day 91	Basic 4
	Basic 5		Basic 5		Basic 5
	Basic 6		Basic 6		Basic 6
	Video Submission #2		Video Submission #2		Video Submission #2
Opens Day 121	Intermediate 1	Opens Day 121	Intermediate 1	Opens Day 121	Intermediate 1
	Intermediate 2		Intermediate 2		Intermediate 2
	Intermediate 3		Intermediate 3		Intermediate 3
	Video Submission #3		Video Submission #3		Video Submission #3
Opens Day 151	Intermediate 4	Opens Day 151	Intermediate 4	Opens Day 151	Intermediate 4
	Intermediate 5		Intermediate 5		Intermediate 5
	Intermediate 6		Intermediate 6		Intermediate 6
	Video Submission #4		Video Submission #4		Video Submission #4



Gold

- ✓ Application Fee Waived
- ✓ 30 Day Money Back Guarantee
- ✓ 17 Theory Courses
- ✓ 12 Skill Development Courses
- ✓ Personal Coaching During Skill Development Grading
- ✓ Live Monthly Student Webinars
- ✓ Canine First Aid Certificate
- ✓ Community Portal Membership
- ✓ Professional Pet Dog Trainer Certificate

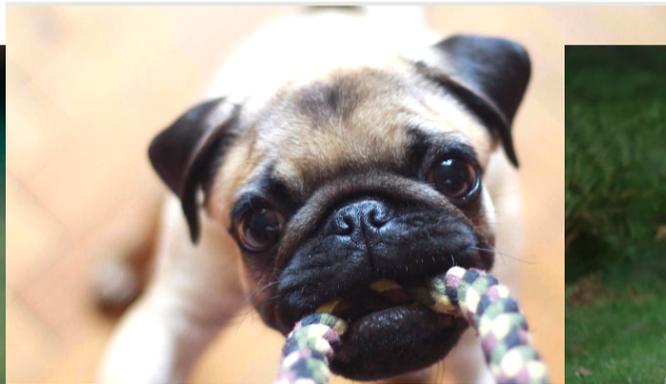
Platinum

- ✓ Application Fee Waived
- ✓ 30 Day Money Back Guarantee
- ✓ 17 Theory Courses
- ✓ 12 Skill Development Courses
- ✓ Personal Coaching During Skill Development Grading
- ✓ Live Monthly Student Webinars
- ✓ Canine First Aid Certificate
- ✓ Community Portal Membership
- ✓ Exclusive Business for Pet Dog Trainers Program
- ✓ Professional Pet Dog Trainer Certificate

Diamond

- ✓ Application Fee Waived
- ✓ 30 Day Money Back Guarantee
- ✓ 17 Theory Courses
- ✓ 12 Skill Development Courses
- ✓ Personal Coaching During Skill Development Grading
- ✓ Live Monthly Student Webinars
- ✓ Canine First Aid Certificate
- ✓ Community Portal Membership
- ✓ Exclusive Business for Pet Dog Trainers Program
- ✓ One hour online personal coaching session with our Director of Training
- ✓ Daycare and Boarding Management Course
- ✓ Intro to Scent Work Webinar
- ✓ Aggression 101 Webinar
- ✓ Lesson Plan Template
- ✓ Press Release Template
- ✓ CAPDT Associate Membership Fee - 1 yr only
- ✓ Professional Pet Dog Trainer

You have 365 days to complete your Professional Pet Dog Trainer Certificate. You will have access for 365 days after you graduate so you can refer back to your courses.



SIX Good Dog Academy courses are approved by the Certification Council of Professional Dog Trainers (CCPDT) for Continuing Education Unit (CEU) credits.

You have 60 days of access for these courses.

Principles of Training	2 credits	\$50*
Evolution of the Dog	1.5 credits	\$40*
Canine Language	3 credits	\$75*
Learning Theory	2.5 credits	\$60*
Training Philosophies	2.5 credits	\$60*
Behaviour Problem Solving	3 credits	\$75*

***All taxes and processing fees are included.**

All fees and tuition are displayed in Canadian funds.

US and International Students - Your credit card company will calculate the exchange and charge in your country's currency. No additional GDA fees.

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Gift Certificates

“I think dogs are the most amazing creatures; they give unconditional love. For me, they are the role model for being alive.”

– Gilda Radner



Gift Certificates



Choose the Professional Pet Dog Trainer Edition that is a match for the student

We are happy to present our Gift Certificate options. Do you know someone that would love to pursue their dream of becoming a Professional Pet Dog Trainer? This is the perfect gift!

Review the packages above, on pages 25 and 26, and choose the PPDT - Edition that you want to purchase for that special student. Then go to GoodDog-Academy.com -> Header -> Programs and at the bottom of the dropdown menu is a link to **Gift Certificates**. This is where Gift Certificates are set up - not on the regular Program page.

Gift Certificates are not eligible for a Payment Plan option.

Gift Certificates



The Way It Works from the Givers Point of View:

1. Select the PPDT Edition that you would like to give by going to GoodDog-Academy.com -> Header -> Programs. At the bottom of the dropdown menu is Gift Certificates. This will take you to the choices that are available for you to give.
2. You will be able to view the program descriptions and when you have decided, 'Click to Give...' on the Edition you have chosen.
3. This will direct you to the checkout page. On this page, use **your email address**.
4. The recipient will use their own email address later in the process.
5. They will not see the gift until you forward the email to them that you will receive on payment.
6. Once payment is made, you will receive an email like the one below. You will automatically receive the correct email to forward to the student, with all the correct links.

Thank you for purchasing our Professional Pet Dog Trainer Certificate program via our Gift Certificate offer. We look forward to working with a new and passionate dog lover.

STUDENT please go here, click on REGISTER and insert the coupon code on the checkout page. Here's your coupon code:

{{ coupon_code }}

7. As you can see, all of the information needed for the person receiving your gift is found in this email. And as mentioned, when the timing is right and you want to give the gift, forward the email you receive to the new student so that they will have all the correct links needed to proceed.

The Way It Looks From the Recipients Point of View:

1. Once you have received your gift email from whoever the nice person was who gifted you the Professional Pet Dog Trainer Certificate Program, please follow the instructions in the email.
2. As shown in the email, click on the link 'here'. This will take you to our website page that describes the program. You will see a REGISTER button close to the top.
3. Click on the REGISTER button and this will take you to our checkout page.
4. INSERT YOUR COUPON CODE at the top, click apply and fill in the rest of the checkout page.
5. Click on Complete my purchase at the bottom.
6. You will then be taken to our Application form. Fill this in and click SUBMIT.
7. Once you have submitted your Application form, you will be directed to your Library where you can start your program immediately.

6

Professional Pet Dog Trainer Certificate

“The only creatures that are evolved enough to convey pure love are dogs and infants.”
– *Johnny Depp*



Professional Pet Dog Trainer Certificate Introduction



All of GDA's Professional Pet Dog Trainer programs result in you earning your PPDT Certificate. The difference between our Gold, Platinum or Diamond packages is how much extra content you receive.

GDA's Professional Pet Dog Trainer Certificate program consists of Theory, Canine First Aid and Skill Development Modules.

On average the program can be completed in 28 weeks.

This certificate allows the holder **many opportunities** to work with pet dogs.

The program requires commitment and focus.

You will find helpful PDF's throughout your program that we recommend you download, print and store for future reference and study.

The program content is intense and rewarding. We want you to succeed and will be available to help you in a variety of ways.

The age requirement to graduate from the Professional Pet Dog Trainer Certificate program is 18 years.



Coaching and Feedback

GDA's Director of Training, Jaime Knowles, has over 25 years experience in the dog industry and will guide, mentor and coach you through your PPDT program. This includes personal and lengthy reviews of your Skill Development modules ensuring that you meet our criteria for graduating. This is part of your tuition. Expectations for GDA's Skill Development modules are clearly laid out with lots of detail - you can even see what your grading sheet looks like on page 56 of this Handbook!

You will receive an invitation to join our monthly LIVE Student Webinars, hosted by Jaime Knowles, where you will get answers to all your questions. You can also join our Community Portal and talk to others in your program. We are available for quick questions by email.

At any time and as often as you like, if you feel that you need extra coaching beyond what is included in your program, you are invited to book extra coaching with Jaime on Zoom for up to an hour at a discounted student rate of \$80. Please contact Administration at academy@gooddog.ca to arrange a mutually convenient time.

Professional Pet Dog Trainer Certificate Program Course List



To earn your Professional Pet Dog Trainer Certificate, Gold, Platinum or Diamond, these courses are required:

Theory Courses

1. Principles of Training
2. Training Equipment
3. Evolution of the Dog
4. Dog Breeds
5. Selecting a Dog
6. Today's Canine
7. The Physical Dog
8. Canine Language
9. Training Philosophies
10. Learning Theory
11. Behaviour Problem Solving
12. Fear & Anxiety
13. Aggression
14. Euthanasia
15. Nutrition
16. Bylaws
17. Instruction

Canine First Aid

Skill Development Courses

Basic Obedience Skills Lesson One
Basic Obedience Skills Lesson Two
Basic Obedience Skills Lesson Three

Basic Obedience Skills Lesson Four
Basic Obedience Skills Lesson Five
Basic Obedience Skills Lesson Six

Intermediate Obedience Skills Lesson One
Intermediate Obedience Skills Lesson Two
Intermediate Obedience Skills Lesson Three

Intermediate Obedience Skills Lesson Four
Intermediate Obedience Skills Lesson Five
Intermediate Obedience Skills Lesson Six



**Professional Pet Dog
Trainer Certificate
Program - One-time
Payment**

Days 1 - 30

Principles of Training
Training Equipment
Evolution of the Dog
Dog Breeds
Selecting a Dog
Today's Canine

The Physical Dog
Canine Language
Training Philosophies
Learning Theory
Behaviour Problem Solving

Suggested 28 weeks

See website for detailed
course descriptions

On Day 31

All other program material is released based on the package you have chosen. You must complete Final Exam and Canine First Aid before proceeding to the Skill Development Courses.

If you would like to unlock your full program at anytime during the first 30 days, please send an email stating that you would like to waive your refund eligibility to academy@gooddog.ca and we will unlock everything for you!



**Professional Pet Dog
Trainer Certificate
Program - 6 Month
Payment Plan**

Suggested 28 weeks

**See website for detailed
course descriptions**

Everyone:

Days 1 - 30

- | | |
|------------------------|---------------------------|
| Principles of Training | The Physical Dog |
| Training Equipment | Canine Language |
| Evolution of the Dog | Training Philosophies |
| Dog Breeds | Learning Theory |
| Selecting a Dog | Behaviour Problem Solving |
| Today's Canine | |

Depending on your program Edition (Gold, Platinum, Diamond):

Days 31 - 61

Remaining Theory courses, Final Exam, Canine First Aid, Business for Professional Pet Dog Trainers (Platinum & Diamond Editions), Additional Diamond Content

Days 62 - 92

Skill Development courses and Video #1 Submission

Days 93 - 123

Skill Development courses and Video #2 Submission

Days 124 - 154

Skill Development courses and Video #3 Submission

Day 155

Skill Development courses and Video #4 Submission

If you would like to open material faster, you can pay out your plan and get access to all content at any time. Contact us at academy@gooddog.ca.

Canine First Aid



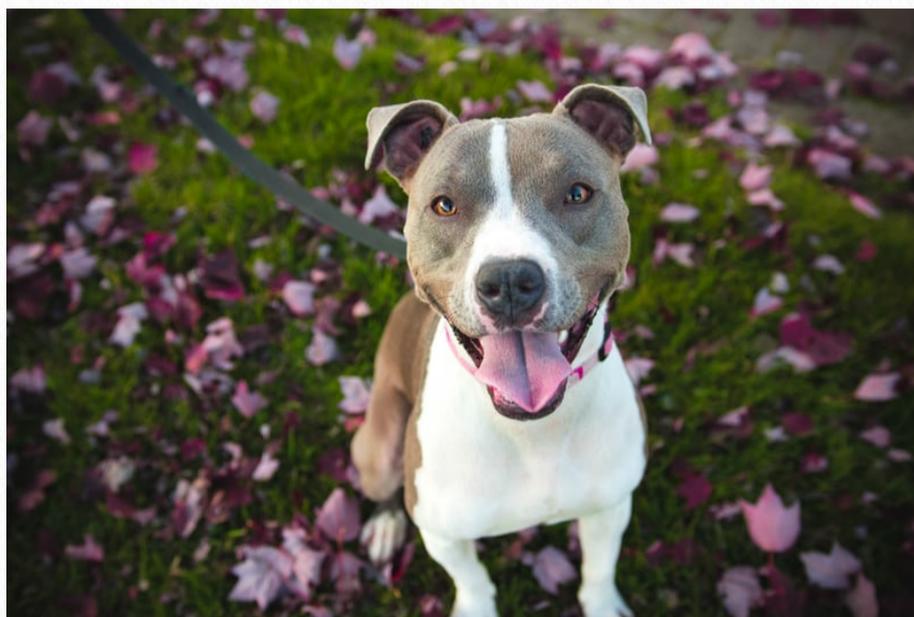
As a professional, it is crucial that you know what to do in an emergency. Dogsafe® Canine First Aid is designed to teach you the knowledge and skills you need to deal with a sick or injured dog until veterinary care is available.

The topics are covered in-depth so you have a thorough understanding of the principles of canine first aid. Once you successfully complete this course and its test, you will receive a Dogsafe® Canine First Aid Certificate.

Once you register for this program you will have two months to complete Canine First Aid. The two months doesn't start until you register for this separate certificate program. It is recommended to complete this certificate after your Theory Final Exam and before you start your Skill Development courses.

The cost of this certificate is included and required for all PPDT programs. Your certificate is valid for 3 years. Additional renewals are not included in your PPDT tuition.

Basic Obedience Skills



Basic Obedience Skills is made up of an Introduction, 6 core lessons and video summaries of what is expected for your Skill Development video submissions.

You will receive detailed feedback and coaching.

Helpful handouts and easy to follow step by step videos will show you how to succeed at the Basic Obedience level using positive reinforcement techniques.

Full instructions and prompts are provided in your program.

Intermediate Obedience Skills



Intermediate Obedience Skills is made up of an Introduction, 6 core lessons and video summaries of what is expected for your Skill Development video submissions.

You will receive detailed feedback and coaching.

Fine tune and enjoy new exercises to excel at a new level in Intermediate Obedience Skills. Increase control around real-life scenarios.

Full instructions and prompts are provided in your program.

Professional Pet Dog Trainer Certificate Learning Objectives



Once you have successfully completed your certificate, you will have enough knowledge to be considered a dog training professional. Graduates will be confident, competent and have enough knowledge to begin their own dog training business, work for an existing company or explore other paths in the pet dog industry.

When you start working in the industry, you will find that each experience you have with a dog and their owner will help you to grow.

Learning Objectives

1. Be able to train dogs to an intermediate level of obedience.
2. Be able to instruct clients.
3. Be comfortable in diagnosing common behaviour problems and be able to help clients resolve these issues.
4. Be able to recommend appropriate training equipment and how to fit it properly to a dog.
5. Have general knowledge about nutrition for dogs.
6. Recognize dog body language and how dogs interact.
7. Be able to recognize calming signals and how they apply in dog on dog interactions.
8. Have general knowledge about dog health including dog anatomy, common ailments and parasites. Have specific knowledge about the nose, eyes, ears and the brain.
9. Gain knowledge on many dog breed traits and origins.
10. Have general knowledge about the dog's lifecycle from puppy to senior.
11. Be knowledgeable about the evolution of dogs.
12. Understand a variety of training philosophies.
13. Have novice knowledge about a scientific approach to dog training.
14. Be able to help clients select an appropriate dog for their needs.
15. Have basic knowledge about animal control bylaws and how they apply to the industry.

Professional Pet Dog Trainer Certificate Graduation Requirements



Students must obtain a minimum grade of 80% on each theory quiz and 80% on the final theory test.

Students must also obtain a minimum grade of 80% on each of their Skill Development submissions.

Professional Pet Dog Trainer Certificate Theory Course Evaluations



At the end of each theory course, you will be required to pass a 10 question multiple choice quiz. You will have two attempts to pass each quiz. These quizzes are open book.

If you fail your quiz after the second attempt, please contact us directly to discuss your options at academy@gooddog.ca. In some circumstances you may apply to repeat a particular quiz before you are eligible to continue. Any arrangements will be a one time offer.

The Theory Final Exam is made up of 75 multiple choice questions and is open book. Two attempts to pass the Final Exam are included in your tuition. If you do not pass the Final Exam after two attempts, you may apply to repeat the Final before you are eligible to

continue with your program. Any arrangements will be a one time offer and involve a fee of \$250. plus tax. If you fail your Theory Final Exam after the retake attempt, you will lose your eligibility to continue in the program.

Failing does not mean you are entitled to a refund.

Professional Pet Dog Trainer Certificate Skill Development Evaluations



To evaluate your dog handling skills you will be required to submit videos as described below.

We provide precise video demonstrations of exactly what your submissions should look like.

Passing grade for all recorded videos is 80%.

Although you can start working on your next exercise, you will be unable to submit

a new video before you receive a passing grade on the previously submitted video.

If you do not pass your video submission on your first attempt, you will have 10 days from receiving your grade to resubmit.

If you fail your video submission after the second attempt, please contact us directly to discuss your options.

Our goal is to see you succeed and you will receive extensive feedback and coaching.



Video Requirements and Marking Strategy

Video Requirements:

- Demonstrate that you are able to successfully complete each of the listed exercises with your dog.
- **Demonstrate that you are able to instruct each exercise to your grading instructor. You can achieve this by teaching each exercise to the camera.**
- These two requirements can be combined or separate. For example, you might explain the Focus exercise as you demonstrate it.

Marking Strategy - each video marked out of 100 points:

1. Instruction and Speaking Skills	10%
2. Proper fit and use of equipment	10%
3. Use of humane training methods	10%
4. Ability to complete exercises required in each lesson	40%
5. Proper use of verbal cues, markers and reinforcers	20%
6. Dog's response	10%

What are we
looking for?

1. Instruction and speaking skills

- is appropriate motivation being used?
- clear and controlled voice?
- gives directions and clearly demonstrates each exercise correctly?
- gives adequate information based on the program content?
- is dressed in a professional and appropriate manner for training dogs?

2. Proper fit and use of equipment

- correct fit and application
- proper for the dog's temperament and personality

3. Use of humane training methods

- does the dog appear to be in good health?
- is the training area safe?
- is the area free from distraction?
- is positive reinforcement the first approach?

4. Ability to complete the specific exercises required in each lesson

- are reinforcers being used in a timely and appropriate manner?
- is the dog able to perform each of the exercises correctly?
- is the student able to read the dog's body language?
- is the student able to adjust teaching style if the dog is struggling?
- does the student provide a positive learning environment for the dog?

5. Proper use of verbal cues, markers and reinforcers

- is a consistent marker being used at the appropriate time?
- is a consistent verbal cue being used at the appropriate time?
- is a consistent release cue being used at the appropriate time?

6. Dog's response

- does the dog display body language indicating that they are enjoying themselves during training?
- is the dog able to complete the cues given?
- does the student recognize if the dog is showing signs of fear and anxiety?



Your Four Video Submissions

Four video submissions are required.

Video #1 - Basic Obedience Skills Lessons 1 - 3

Video #2 - Basic Obedience Skills Lessons 4 - 6

Video #3 - Intermediate Obedience Skills Lessons 1 - 3

Video #4 - Intermediate Obedience Skills Lessons 4 - 6

You will be prompted in your program to complete each video and you will see a demonstration video of exactly what we are looking for.

It is recommended that you **submit each exercise separately**. Please be sure to label each recording with your name, your dog's name, Video Submission # and exercise you are submitting.

Grading will begin once you have submitted **all recordings** for each of the four video submissions.

You will receive extensive feedback and will be given the opportunity to redo your recording if necessary.



Video #1
Basic Obedience Skills
Lessons 1 - 3

All exercises should include a verbal cue

Focus - 15 seconds, light distraction

Back up on cue - against a wall, dog should be able to take three steps backwards with verbal cue and leash pressure

Sit Stay - 30 seconds while handler is at the end of the leash (no distraction)

Loose leash Walking - 30 seconds, pattern with one turn within the camera frame

Heel to Position - dog to be left one leash length / 6 feet away and called into heel position

Down and Sit - complete straight down and sit in the heel position on leash



Video #2

Basic Obedience Skills Lessons 4 - 6

All exercises should include a verbal cue

Down Stay - 30 seconds, on leash at 6 feet away, no distraction

Treat Toss Recall - on leash

Formal Heel - pattern to include one 180° right turn, changes of pace (10 fast paces, 10 slow paces) and stop to automatic sit

Formal Recall - from 6 feet to an automatic sit

Focus - 20 seconds, with distraction

Down and Sit - transition from 6 feet



Video #3
Intermediate Obedience
Skills
Lessons 1 - 3

All exercises should include a verbal cue

Heeling No Hands - 15 'normal' speed paces to a stop with automatic sit

Figure 8 - heeling with no hands

Stand Stay - end of leash, 10 seconds and 360° return and release

Silly Sit - 20 seconds of play, then sit

Sit Stay - high distraction (30 seconds) - distractions to include toy being waved around by handler, handler able to walk back and forth and clap hands

Down Stay - high distraction (30 seconds) - distractions to include a piece of food being dropped within 6 feet of the dog and the handler bending down and picking it up, handler pats leg



Video #4

Intermediate Obedience Skills

Lessons 4 - 6

Long Line - explain and demonstrate how to properly use a long line

Puppy Pushups - perform a full set of puppy pushups

Silly Down - 20 seconds of play, then down

Formal Heel on a Tab - includes 2 changes of pace, 10 paces fast, 10 paces slow, and 180° right turn

Video Recording Details

- Practice in the area you intend to record in, more than once if possible.
- **Assignments require a title or label when you upload them to Dropbox.** For example: Jane Doe - Basic Video #1 - Focus
- Upload exercises individually
- Ensure you have plenty of battery and storage/memory on your recording device before you begin.
- Use the lowest resolution possible when recording your assignments. This will allow for a quicker upload. Please do NOT film your assignments in HD, 4D or widescreen or your upload time will be extremely long and the system may struggle completing the upload.
- If you choose to make a recording outside, be aware that wind, lighting and background noise may affect your video. If we are unable to hear and see you clearly, we may request you re-record and re-upload your assignment.
- It is a good idea to record a partial practice run to ensure the quality and sound are to your liking.
- Your recording device must be pointed at your training space at all times.
- Be aware of how you position yourself. Your instructors will need to be able to see and hear you at all times.
- If you are able to have someone record you, your video quality will likely be better quality.
- Any video editing is strictly prohibited!

Start your video recordings by stating your name, your dog's name and the level according to the grading guide. For example: 'Jane Smith - with Scruffy - Basic Obedience Skills - Focus.

How to Setup a Free Dropbox account



How to Setup a Free Dropbox account:

1. Open your web browser and go to <https://www.dropbox.com>
2. Click the Sign Up button.
3. Type in your first name, last name, email address and a password
4. Click the I Agree to Dropbox Terms checkbox.
5. Click Sign Up.
6. You will receive an email where you can verify that it is correct.
7. On the Choose Your Dropbox Plan page, decide which plan you want - for your video submissions, you should only need the Free Plan.

To Submit Your Video Assignment:

1. Have your video file ready on your computer, properly labelled, for example: Jane Smith, Basic, Video #1, Focus. It is easier to have the file you want to upload copied onto your desktop. Then it is easier to see when choosing it for upload.
2. Open your Dropbox account.
3. Follow the instructions for either your iPhone or Android phone - found on the next page.

How to Upload Your Video Submissions



FOR STUDENTS USING AN IPHONE:

1. Go to the column on the right side of the page and click on Upload files. You will be able to choose the file you want to upload from the list. Double click it.
2. You can see a message at the bottom of the screen with a check mark showing the name of the file you just successfully uploaded. Close the message.
3. The file will appear in the list under My Files.
4. Click the check mark box to the left of the File name you want to share with our Director of Training.
5. You will see a box titled Share with a down arrow beside it. Click the arrow.
6. Choose “Invite via email”.
7. Go to the bottom right and click on Create a Link.
8. Click on Copy Link, it should become highlighted.
9. Go to the top and enter the Director of Training’s email address. In the To: field, copy and paste these two email addresses: jaime@gooddog.ca and academy@gooddog.ca.
10. In the body of the message, type, for example: Jane Smith, Video #1 Submission.
11. Click on Share at the bottom of the message.

FOR STUDENTS USING AN ANDROID PHONE:

1. Open Dropbox App.
2. Clearly label your video, for example: Jane Smith, Video #1 Submission.
3. Go to the folder where your videos are saved and open that location.
4. Click ‘share’.
5. Enter emails (jaime@gooddog.ca and academy@gooddog.ca).
6. Click Share at the bottom of the screen.



Skill Development Grading Process

Here is exactly how we evaluate Skill Development work.

If you have any questions along the way, we are here to help. You can reach out to us by email if you have a simple question or join us for our monthly Live Student Webinars on the second Saturday of most months at 10am Pacific Time. You will receive an invitation to our Student Webinar meetings. You can also chat with your peers on the Community Portal. If you still would like more help, you can book a Zoom appointment with Jaime, Director of Training. You can book a private session with her at a reduced student rate of \$80 for up to an hour.

1. There are 4 Video Submissions required.
2. Grading is scheduled once a week and completed by our Director of Training
3. Individually upload each exercise in each of the 4 Video Submissions. Clearly label every upload with your name, your dog's name, the Video Submission # and the exercise you are submitting. See instructions on how to upload on page 49 of this handbook.
4. To ensure you are on the right track before you get too far along, **upload your first exercise, FOCUS, as soon as possible**. Jaime will review it and you should wait for a confirmation email to ensure you are good to go forward with the rest. To avoid having to resubmit your videos, please wait for Jaime's confirmation before uploading more work.
5. All exercises for each of the 4 Video Submission must be uploaded before grading begins.
6. When you have uploaded all of the exercises for each Video Submission, send an email to let us know you are happy with your uploads and ready for grading. academy@gooddog.ca
7. If you want to redo an exercise before grading begins, you will be able to delete it and put up the one you want graded.

For example, here is what your Video Submission #1 Grading Report looks like. Video Submissions #2, #3 and #4 follow the same format.

STUDENT NAME:							
Demonstrate that you are able to successfully complete each of the listed exercises with your dog.							
Demonstrate that you are able to instruct each exercise to your grading instructor. Achieve this by teaching each exercise to the camera.							
These two requirements can be combined. For example, explain the Focus exercise as you demonstrate it.							
Video Submission #1	Date Submitted:						
All exercises should include a verbal cue	Introduction to Exercise	Helpful Trouble Shooting Tips	Correct Hand Signals and Footing	Step by Step Instruction	Demonstration		
Focus - 15 seconds, light distraction	■	■	■	■	■		
Back up on cue - against a wall, dog should be able to take three steps backwards with verbal cue and leash pressure	■	■	■	■	■		
Sit Stay - 30 seconds while handler is at the end of the leash (no distraction)	■	■	■	■	■		
Loose leash Walking - 30 seconds, pattern with one turn within the camera frame	■	■	■	■	■		
Heel to Position - dog to be left one leash length / 6 feet away and called into heel position	■	■	■	■	■		
Down and Sit - complete straight down and sit in the heel position on leash	■	■	■	■	■		
	Instruction and Speaking Skills	Proper fit and use of equipment	Use of humane training methods	Ability to complete exercise	Proper use of verbal cues, markers and reinforcers	Dog's response	Total Score
	/10	/10	/10	/40	/20	/10	/100
Overall Feedback Video #1:							

7

Add-On Courses

“Dogs do speak, but only to those
who know how to listen.”
– Orhan Pamuk





Daycare and Boarding Management

\$99 CAD

All taxes and processing fees included

US and International Students - Your credit card company will calculate the exchange and charge in your country's currency. No additional GDA fees.

This course is open for 185 days (about 6 months) after registration.

This course examines what it takes to open a successful Daycare and Boarding Business

If this is not included in your program edition, you can register for this **Stand Alone** course anytime. To register, go to Programs on the website Homepage.

Topics include:

- Location, location, location
- Policies and Procedures
- Operations
- Play Area Considerations
- Flooring Options
- Styles of Overnight Care
- Bedding
- Dishes
- Physical and Mental Stimulation
- New Dog Assessments

Lots of information that you will need!



**Business for
Professional Pet Dog Trainers**

\$399 CAD

All taxes and processing fees included

US and International Students - Your credit card company will calculate the exchange and charge in your country's currency. No additional GDA fees.

This program is for you if you are serious about opening a successful dog training business.

If this is not included in your program edition, you can register for this **Stand Alone** course anytime. To register, go to Programs on the website Homepage.

Topics include:

- Business Foundations
- Business Details
- Marketing
- Policies and Procedures
- Waivers and Insurance
- Customer Service

This program was developed for dog trainers by dog trainers who have been working in the industry for many years. This program will lead you through specific exercises that will help you to create your own unique business path.

8

Continuing Education

“Everyone thinks they have the best
dog. And none of them are wrong.”
– *W. R. Purche*



Good Dog Academy offers SIX courses that are approved by the [Certification Council of Professional Dog Trainers \(CCPDT\)](#) for Continuing Education Unit (CEU) credits.



Principles of Training - 2 credits

Why do we train dogs the way we do? This course touches on popular training methods and poses some interesting questions. Training principles are a common topic of debate and this course helps you come to your own decisions about how to choose a training methodology that works for your client's dog.

Evolution of the Dog - 1.5 credits

This course examines the origins of the domestic dog and why there is so much diversification in this species. This will help you to determine the traits that are going to be most prominent in a variety of dog breeds.



Canine Language - 3 credits

How do dogs communicate?
Understanding what canines are saying is crucial to your safety and the safety of others.

Learning Theory - 2.5 credits

Training is both a craft and a science. Understanding the science behind the way dogs learn will have a direct impact on your training plans. This course explores the science behind how dogs learn.

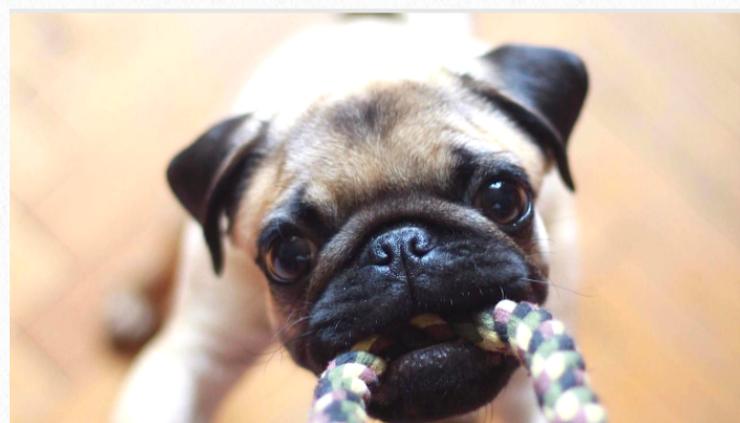


Training Philosophies - 2.5 credits

It is important to be educated about the various opinions and philosophies that exist in dog training. Your clients will ask you many questions. Your answers will help you to gain your clients' trust and confidence.

Behaviour Problem Solving - 3 credits

During this course, we show you how to tackle common problem behaviours and offer a problem solving flow chart of solutions for each.



9

Webinars

“The love of a dog is a pure thing. He gives you a trust that is total. You must not betray it.”

– Michel Houellebecq



**Good Dog Academy offers webinars throughout the year.
Check website for dates and times.**

Aggression 101

Pre-requisite for this webinar is to have completed your GDA Theory Final Exam.

This 2 hour LIVE webinar led by Jaime Knowles will help you to decide whether or not you can and should take on clients with an aggressive/reactive dog. And, if you choose to do so, what you should be considering and covering in your sessions.

\$249 CAD

All taxes and processing fees included

US and International Students - Your credit card company will calculate the exchange and charge in your country's currency. No additional GDA fees.

Introduction to Scent Work

Open to all!

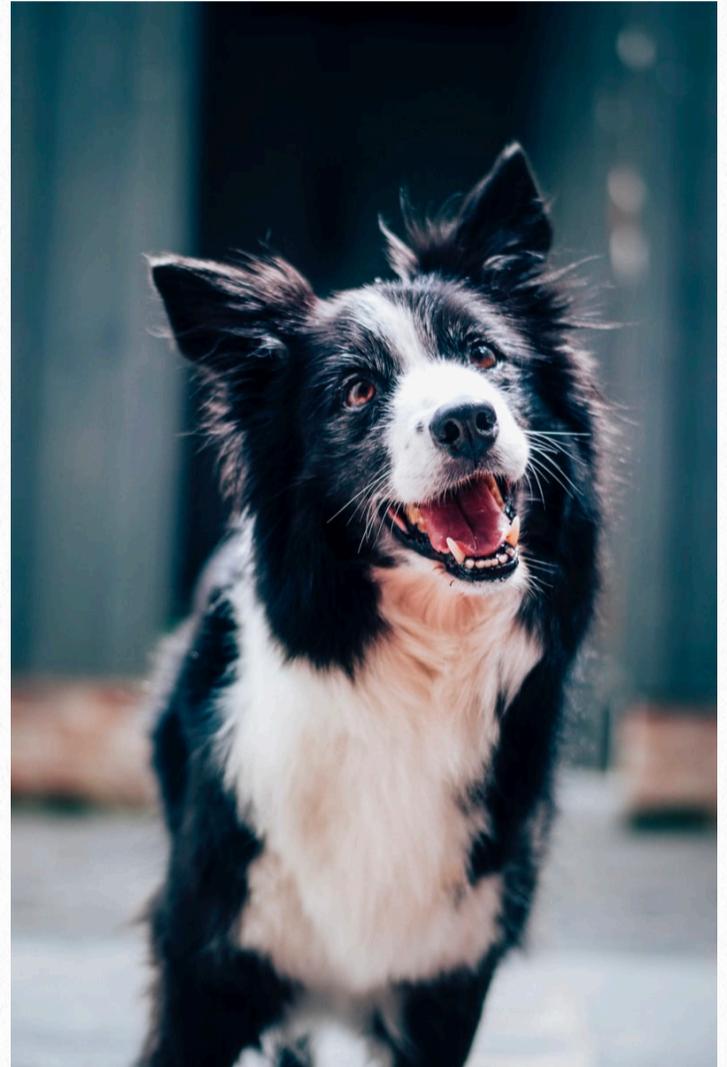
No pre-requisite for this webinar.

In this 1 hour webinar Jamie Knowles will cover recommended requirements for getting started in the world of Scent Work. We will touch on the dog's incredible olfactory system and provide a basic outline for Scent Work for Beginners classes and what to expect as someone attending.

\$99 CAD

All taxes and processing fees included

US and International Students - Your credit card company will calculate the exchange and charge in your country's currency. No additional GDA fees.



10

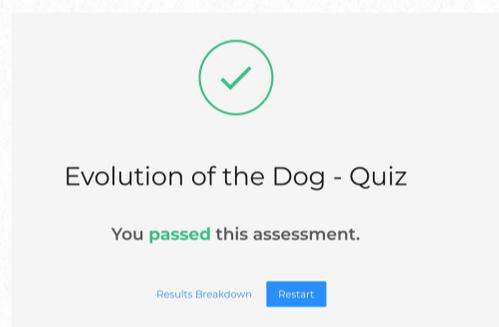
Tips You Will Find Very Helpful!



“I want to work like a dog, doing what I was born to do with joy and purpose. I want to play like a dog, with total, jolly abandon.”

– Oprah Winfrey

1. If you use your phone to access your program, instead of using the app, log in to your account through GoodDog-Academy.com website. This will ensure you see all photos.
2. You can see any questions you missed on your quizzes by clicking on Results Breakdown when you receive your grade. Like this:



3. Make sure to reach out to your GDA community!
4. Try to participate in as many monthly LIVE Student Webinars as possible. This is a great place to get your questions answered in real time.

11

Thank you

“Life is a series of dogs.”

– George Carlin



Thank you for choosing **Good Dog Academy** for your education.

We are passionate and motivated to raise the standard of education for people working in the pet dog training and dog care industries.

We hope your career brings you success and satisfaction. The dogs and people you will meet along the way will be better off for having met you, a professional with solid education.

We are available and ready to help you. Please connect with us if you have questions, suggestions or stories about your new career.

GoodDog-Academy.com
academy@gooddog.ca
604 537 1721