



# 10 COOL WAYS POSITIVE REINFORCEMENT ROCKS

Positive reinforcement is a great way to motivate your dog (or your kids, or your spouse or your boss...) to get the behaviours you want to see more often. 'Paying' the stuff you like will ensure it happens more often leaving little to no room for the stuff you don't like. Remember, reinforcement comes in many different forms for your dog: play, food, attention, ear scratches, going for a walk... the sky is the limit so be creative!

- 1 It is an effective way to teach.
- 2 It is fun for you and fun for the learner.
- 3 You can use positive reinforcement to teach any behaviour you want.
- 4 It is tried and true. It has worked on organisms for millions of years!
- 5 It can increase your learner's intrinsic motivation.
- 6 Better behaviour happens more often.
- 7 The desired behaviour eventually becomes its own reward.
- 8 It helps create happier relationships.
- 9 You can use it anywhere, anytime.
- 10 It causes the brain to release dopamine in the teacher and the learner. Dopamine makes us feel good.