

**Full
Color**

ATTITUDE + ATTENTION = TEAMWORK!

Seven Steps to Success

E-Book

A MUST READ for all handlers training in any of the canine performance venues!
**This book provides a detailed 7 Step Program that will show you how
to achieve true TEAMWORK with your canine partner.**



No matter what venue you hope to compete in, teamwork is a must. This book is not about training techniques. Catherine concentrates on showing the handler how to have greater attention while keeping an upbeat, positive attitude. It is through this **Attention and Attitude** that genuine **TEAMWORK** is achieved.

Ruth Anderson wrote: *For me the thing that most distinguishes your book is the underlying idea that for the human and the dog to achieve teamwork, it's just as important for the human to read and understand the dog's signals as for the dog to learn those the human gives. Actually, it's more important. As you make perfectly clear, too many trainers expect the dog to learn the expected behaviors without considering or even understanding what you call the Canine Trinity. They go on using methods that don't work and expect the dog to finally "get it." If the reader of your book understands this idea and takes this responsibility seriously, the other ideas about the bond the trainer is building, about your motto of "fairness, clarity, consistency, and leadership" on top of your embodiment about what teamwork really entails tie the whole book together. Great job, Catherine.*

From Suzanne Jones: *Your book is very easy to read and to understand. Each chapter is constructed based upon sound "teaching principles." First off, you tell the reader what is going to be covered. Second, you cover the topic in a clear and concise, easy to understand manner, offering many examples to help the reader grasp what is being presented. This is so user-friendly! Finally, you summarize what has been presented. Each of your chapters builds upon the previous chapter to present a picture of how to develop a working team relationship between handler and dog with the handler as the leader. Many books cover "how to train your dog," but few, if any, cover how to build a beautiful relationship with your dog. Yours is just the opposite, and does so with ease and clarity. You've done an outstanding job and are offering a book that looks at training a dog from a crucial, but rarely presented point of view, which is developing a team with the handler as the responsible leader.*



Catherine has worked with many breeds, including her own Dobermans, Cattle Dogs, and Border Collies. She has handled several dogs to breed Championships and has had multiple OTCHs, as well as OGMs, UDXs, over 20 perfect '200' scores, and over 200 High in Trials. Her dogs have achieved National rankings and have placed at the National Obedience Championship competitions. Catherine lives in California where she trains her beloved Border Collies and tends to her extensive garden.

ISBN 978-0-692-61601-7



9 780692 616017

Testimonials & Reviews

"It's very simple, Catherine: **YOU NAILED IT!**

"*ATTITUDE + ATTENTION = TEAMWORK! Seven steps to Success* is simply outstanding. I've been in competition obedience for a quarter century and I've never encountered a book like this. Catherine doesn't tell you how to teach scent articles. She doesn't explain how to make Phydeaux proficient at weave poles. There's not one word about what you can and can't do with your hands and arms in rally.

"Catherine's book is 195 pages of words and photos about how to **CONNECT** with your dog. How to build competitive excellence through teamwork. **AND SHE NAILS IT!!**

"I have the book. I've read it and highlighted it. And I've gotten zinged several times about my own bad habits. (And am motivated to shape up.)

"I highly recommend **ATTITUDE + ATTENTION = TEAMWORK.** "

— **WILLARD BAILEY**, author of *Remembering to Breathe: Inside Dog Obedience Competition* and *OTCH Dreams: The Agony and Ecstasy of Life with Competition Obedience Dogs*.

"Catherine Zinsky's book on developing attitude, attention and teamwork is a valuable addition to every dog lover's library. It's an easy read, and represents a well written, organized, thought provoking and informative approach to the fundamental requirements for building a competitive team (human/canine) in any dog sport. Dog sport newcomers and veterans alike will find the seven-step approach she outlines is easy to follow and represents key considerations in teambuilding. I am delighted to recommend this publication to any and every participant regardless of the chosen sport."

— **WARD FALKNER Ph.D.** (Zoology) Two-time winner of the AKC/Eukanuba National Obedience Championship & twice ranked #1 All Breeds Obedience Winner – Canadian Kennel Club

"This book is not about how to train your dog, but more about how to train yourself. I wish I'd had this book when I started training! I'd been doing so many things I shouldn't, and not doing so many things I should. It was no wonder there was a hole in my teamwork. This book isn't about training your dog, it's about training you so you don't make mistakes that cause a breakdown in your training. Building Attitude and Attention naturally leads to better Teamwork – the three most important things you and your dog need to take into the ring. The book is beautifully laid out leading you on a step by step journey to more Attitude and Attention with your dog. Building the Attitude and Attention naturally improves your relationship with your dog, and that leads to improved teamwork. This is the perfect book for new trainers, someone training a new dog (or puppy) and even experienced trainers. It is also a valuable tool for experienced trainers. I can't recommend it highly enough."

— **RUTHANN McCAULLEY**, Author of "*Rally All Around*," Sierra Vista, AZ
IntlCH Dunham Lake Sticky Beak RN CGC NTD

"Another post for my "dog" friends. This is my review of the new book written by Catherine Zinsky titled *Attitude + Attention = TEAMWORK, Seven Steps to Success*. In my opinion Catherine scores a 200 with her new book! Get it! Read it! You won't learn about how to teach specific skills/exercises...rather she focuses on the handler's role in creating a winning team. She puts the responsibility for attitude and attention directly on the handler's shoulder—no excuses allowed! And she tells you **HOW** to be the best handler you can be for your particular dog. Very motivational. It is an easy read...195 pages of big print for those of us with less than perfect vision, and spiral bound. Worth every penny! Am so glad I bought this book. You can order it on her web site."

— **KATHYRYN MIELE**

"Catherine Zinsky's new book is a must for those that own and train dogs. *Attitude + Attention = Teamwork! Seven Steps to Success* is a well-written book of tips, guidelines and thoughtful discussion of Catherine's philosophy and techniques for creating teamwork with your dog. Each chapter supports Catherine's objective that the handlers' attitude and attention are essential in training in order to establish teamwork so critical for achieving success with your dog as a performance partner or even just a good friend to enjoy life with.

"Chapter 1 on leadership and working with puppies was one of my favorite chapters. In this chapter Catherine stresses the importance of teaching your dog to respond on the first command. To me, this is where so many of dogs problems arise when people do not understand how to deal with a distracted puppy, or dog who will not come when called or display the 'don't wanna, don't have to' behavior.

"The other 6 chapters are filled with excellent information to help you improve your relationship and teamwork with you dog. Chapter titles include: Canine Trinity: The Perfect Picture – be clear, be consistent: Praise and Errant Praise: Play and Interaction – never allow your dog to ignore you: Train, Train, Train – be honest and be fair: and Becoming the Ring Master – most importantly believe in yourself and enjoy the process.

"As an instructional designer and author/publisher I am very critical of educational books and online courses. I found Catherine's book to be very well written, well organized, with introductions to what the reader will learn in the chapter, excellent examples, how to correct unwanted behaviors, and chapter summaries and reviews. Well done Catherine!!!"

— **CYNDE LESHIN** (Cynde has worked in the health care field for over 10 years, is an author, instructional designer and most recently has become a faculty member in the College of Education at Western Governors University.)

"After reading many books and training dogs for over 20 years, I find *Attitude+Attention=Teamwork* to be one of the best new books to come along. It is easy to follow and combines practical advise with clear writing. The book is written in chapters and sections, with important points set apart. It is a great reference with a wealth of ideas for any level of training and all breeds. I am excited to start out using training ideas for my puppy as well as implement problem solving methods for my advanced open and utility dogs."

— **ANN MARIE GOLDHAMMER**

"CONGRATULATIONS!! You have a winner!!!! I so enjoyed reading your book. Something for everyone. For those just starting out to the more experienced handle. I liked all the photos. I know it was a big undertaking but you should be very proud of the out come." — **BETTY CUNNINGHAM**

"I was getting so frustrated with training that my dog wasn't enjoying it anymore, but I hadn't realized what the problem was. It was me! Catherine's book tells how important the trainer's attitude makes in the whole process of you & your dog being a happy and successful team." — **PAULINE ANDRUS**, AKC Obedience Judge

"Got home from the match and your book had arrived. I am already on page 38. I can't wait to tell my students about your book! Maybe they will pay attention to you when you say "say it once". ☺ I am glad it is raining so I will have an excuse to sit and read tomorrow after the tracking test." — **LORA COX**, AKC Obedience Judge

"I got your book today...I have to say you did a wonderful job, I love it, you have put in writing what I have always believed and tried to do. I showed it to a friend of mine and she wants to order one."

— **LOUISE BASTIEN**

"Just received my copy... What a beautiful book! It has much more than I expected. Instead of another "how to" teach exercises book, it goes in depth about the importance of bonding with your dog and achieving real teamwork. Thank you, Catherine, for your valuable contribution to us dog trainers. Good job, well done! Bravo!" — **CHRIS WALLACE**

"Your book is outstanding! Wish we had a copy years ago as it would have been a valuable tool with beloved pets in the past. Wishing you much success with your excellent book." — **VALERIE ROBERTSON**

Table of Contents

About the Author	iv
How It Works	v
Chapter 1: LEADERSHIP	1
1.1 Every Team Needs a Leader	1
1.2 Leadership Begins at Home	3
1.3 Establishing the Pecking Order	5
1.4 Teach First	8
1.4.1 Food Management	8
1.4.2 Belly Up!	9
1.4.3 Redirection	10
1.5 Manners Count!	12
1.5.1 Teach First	12
1.6 Test Yourself	14
1.7 Handy Behaviors to Teach to Establish Home Rule	15
1.7.1 Teaching 'Leave it'	17
1.8 The Bond that Binds	18
1.9 Redirect Unwanted Behaviors—Now!	21
1.10 Games that Bond	22
1.11 Chapter Review	28
Chapter 2: CANINE TRINITY™	31
2.1 What Big EYES You Have!	33
2.1.1 Things to 'Look' Out for	36
2.2 What Big EARS You Have!	38
2.3 What a Big NOSE You Have!	42
2.3.1 Ideas to Redirect Negative Emotions	43
2.4 Chapter Review	55
Chapter 3: THE PERFECT PICTURE	57
3.1 Visualizing Your Objective	57
3.2 Why Have a <i>Perfect Picture</i> ?	58
3.3 What Does it Mean to 'Go Through the Motions'?	61

3.4	Avoiding Ruts	63
3.5	Clarity in Training	66
3.6	Consistency in Training	69
3.7	Chapter Review	72

Chapter 4: PRAISE—AND ERRANT PRAISE 73

4.1	Praise is Essential!	73
4.2	What is Praise?	74
4.3	Learn to Listen to Yourself	75
4.4	Lure vs. Reward	77
4.5	Reward With Interaction	80
4.6	Bribe vs. Reward	82
4.7	Four Stage Release	84
4.8	Errant Praise	90
4.8.1	Blanket Praise	91
4.8.2	Praising Inaccuracies	94
4.8.3	Misplaced Praise	95
4.9	Chapter Review	98

Chapter 5: PLAY & INTERACTION 99

5.1	Inspiring the “Want to”	99
5.2	Pressure Valve Release System	100
5.3	What is Interactive?	101
5.4	What is Self-Amusement?	104
5.5	Self-Amusement NOT!	105
5.6	Sustaining Attention	109
5.7	The Importance of Play	111
5.8	The 3 to 5 Approach	112
5.9	Attention Games	114
5.10	Toy at the Ready	123
5.11	How to Play!	125
5.12	Getting a Quick Release	128
5.13	Chapter Review	131

Chapter 6: TRAIN, TRAIN, TRAIN 133

6.1	Routine Required	133
6.2	Practice with Attention	134

6.3	My Dog is Bored-NOT!	135
6.4	<i>Training Alive!</i> [™]	139
6.5	To Drill or Not to Drill?	144
6.6	Downtimes	145
6.7	Doodling with S.O.S.....	146
6.8	Quality vs. Quantity	152
6.9	Run-throughs	154
6.10	Chapter Review	156

Chapter 7: Becoming the Ring Master! 157

7.1	Partnership Required.....	159
7.2	Preparation: A Key Ingredient	160
7.3	Desensitize to Trial Environment	161
7.4	Finding Your “Show Gauge”	166
7.5	To Enter or Not to Enter? That is the Question	168
7.6	The “Goldilocks” Syndrome	169
7.7	Before the Trial Day	171
7.8	It’s Showtime!	172
7.8.1	Arrive Early	173
7.8.2	Set Up for Success!	173
7.8.3	The “Right Stuff”	174
7.8.4	Get Organized	176
7.8.5	Warm-Ups	179
7.8.6	The Right Mind Set	181
7.9	Approach to the Ring	182
7.10	Crossing the Threshold	183
7.11	The Unforeseen Delay	185
7.12	Praise in the Ring?	186
7.13	Enjoy the Process!	188
7.14	Jackpot!	190
7.15	Chapter Review	192

A FINAL WAG 194

Chapter Recap & Reminders 195

About the Author...

Catherine has trained Dobermans, Cattle Dogs, and now Border Collies for nearly 40 years and has been actively exhibiting in AKC, UKC, and ASCA trials during that period. She has achieved multiple AKC championships in both conformation and obedience and has dabbled in agility, although obedience training and competition are her main focus and interest. Catherine has shown and placed at AKC National Invitational Competitions, State Top Dog Competitions, has been awarded more than 200 High in Trials (including at National Breed competitions), over 100 High Combined wins, and more than 20 perfect '200' scores. She is also an ASCA obedience trial judge and periodically presents obedience seminars for clubs throughout the nation.

Catherine had the honor to have been interviewed by both *Dog Sport Magazine* and the National Border Collie Magazine, *Borderlines*, for her achievements (2008 & 2009). She was then requested to write obedience articles regularly for *Dog Sport Magazine*. This arrangement continued for four years. Additionally, she writes a monthly column for *Front and Finish*, *The Dog Trainer's News* entitled "Playing by the Rules," which she has written for over twelve years. Catherine has also been published in *Borderlines* and in the *Cattle Dog* newsletter, All Breed Obedience Club's newsletter, *Dog Daze*, and in Hidden Valley Obedience Club's newsletter, *Come For News*.

The author's philosophy in dog training sounds simple: be fair and honest. Being fair and honest is, however, not nearly as simple as it sounds. When working with dogs and teaching any given skill or part of any skill, her ultimate goal is to have the dog truly understand what is being asked. Catherine believes that this understanding allows for greater confidence and flexibility in the dog. A dog that understands and who has confidence is a dog that will enjoy showing and will enjoy performing his entire life.

Ultimately her desire—through teaching, writing for *Front and Finish Dog Magazine*, providing a "Competitive Obedience Toolbox" on her website, www.gettoready.net, and the publication of this book—is to help others develop a deeper understanding of the trainer/canine bond and in so doing, have a more rewarding relationship and greater success.

How It Works...

My goal in this manual is to show you how to achieve teamwork with your dog. I have formulated a seven-step program that will provide you with a positive, forward approach towards establishing true teamwork.

Each chapter represents one of these steps. **NO STEP CAN STAND ALONE**, but must be employed in combination with all of the other steps in order to be successful and ultimately achieve true teamwork.

To select only one chapter and exclude the others would be like making a cake without using all of the ingredients. Each step, each chapter, is dependent upon the previous and can only become a 'cake' if all seven are put into the batter, so to speak. Teamwork gradually advances with the coming together of all of these seven ingredients.

Please note: this is not a dog training book. Specific performance techniques are NOT a part of this program. (To train for Agility or Obedience, etc., I highly recommend you contact your nearest dog club.)

It's important to understand that having a dog that is trained and having teamwork are not the same. Many dogs at performance trials have at least some degree of training, yet are unable to function or follow direction when performing. **Teamwork is absent.**

Teamwork is a union between players. Teamwork is a cohesion and accord, affording the players the chance to work as one unit. There is a tacit understanding and feeling that comes through working together that frees each member to ebb and flow as required, as needed. This allows for harmony and smoothness. **This is teamwork.**

We all want our dogs to be looking at us attentively with a positive, anxious attitude asking, "What's next? Let's do it!" We ask attention and attitude from them, but too often fail to give it in return. As a consequence, teamwork becomes impossible.

Every topic, every chapter, is directed at the trainer/handler. It is my belief—and premise in this book—that fundamentally dogs want to be with us and are in varying degrees highly trainable.

My objective is to demonstrate the importance of the handler's attitude and attention as well as to show how you, the handler/trainer, can increase your **attention** to your dog and amplify your own **attitude** in training in order to establish true **teamwork**.

No matter what venue you hope to compete in, teamwork is a must. But more important is achieving that unity, that oneness with your canine buddy

that can only be gotten through the bond that grows from mutual understanding, respect, and time well-spent together.

Hopefully by following the seven-step process presented in this manual, you will develop a deeper understanding of your dog and his needs—as well as a greater understanding of yourself. This can only serve to make you a better trainer overall.

Got treats?

Pardon My Pronouns....

In order to simplify and make reading this manual go more smoothly, I have opted to refer to all dogs as 'he' and all trainers as 'she.' Please do not take offense. This is merely my way of avoiding saying 'he/she' throughout, which would be quite cumbersome. Only when the gender is specifically known do I divert from this approach. Thank you for your understanding.



Photo by Kit Rodwell

**NEVER SEND YOUR DOG
INTO FAILURE!**



TRAIN FOR SUCCESS!