

ASSOCIATION OF PROFESSIONAL DOG TRAINERS BODY OF KNOWLEDGE



ANIMAL LEARNING

HUMAN LEARNING

CANINE BEHAVIOR

HEALTH & NUTRITION

BUSINESS

LAWS & REGULATIONS



APDT BODY OF KNOWLEDGE



A body of knowledge is the collected wisdom, experience, processes, and facts that both inform a profession and provide the solid foundation from which continuous improvements and innovative change can occur. The APDT's Body of Knowledge (the BOK) consists of the information, knowledge and functional skills that we have identified as that which all professional dog trainers should strive to possess.

The BOK is built on the foundation of the six core competency areas identified by APDT:

1. Animal learning
2. Human learning
3. Canine behavior
4. Health & nutrition
5. Business
6. Laws & regulations

The goal of the BOK is threefold:

1. To serve as the foundational benchmark for which all APDT education is aligned to ensure our offerings are well-rounded and thorough.
2. To serve as the standard by which all professional dog trainers assess their own on-going education from a variety of resources.
3. To serve as the guiding content which all providers of dog training and behavior related educational resources will strive to provide.

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ANIMAL LEARNING

● LEARNING THEORY

Develop an understanding of and skills in learning theory as it applies to animals.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Fundamentals of animal learning theories and practices, including but not limited to: <ul style="list-style-type: none"> - Classical conditioning - Operant conditioning - Non associative learning - Animal cognition • Extrinsic and intrinsic influences on dog learning including, but not limited to: <ul style="list-style-type: none"> - External environment - Socialization - Handlers' emotions and attitudes - Distractions - Prior training methods used - Prior experiences - Reinforcement history - Punishment history - Context • Techniques for proofing, including but not limited to: <ul style="list-style-type: none"> - Building distance - Duration - Resistance to distractions for trained behaviors • Animal learning terminologies • Dog training methods • Meaning of various dogs' reactions • Recognize, respond to and adjust training based on the dog's reaction to specific training techniques • Techniques of response prevention, response substitution, and reduction or elimination of undesirable behaviors • Safe activities to enhance bonding for all age groups and dogs 	<ul style="list-style-type: none"> • Applying learning theory • Identifying and utilizing the appropriate theories and practices • Mechanical skills in leash handling, timing • Applying appropriate methods of training language and communication • Attention to detail • Problem solving • Observing body language • Building distance, duration, and resistance to distractions • Managing and conducting training • Adjusting training based on the dog's reaction to specific training techniques • Recognizing and responding to various dogs' reactions • Managing undesirable behaviors • Identifying key issues • Assessing situations • Analytical and critical thinking • Practicing safe techniques to enhance bonding between humans and dogs



ANIMAL LEARNING

● TOOLS AND EQUIPMENT

Develop a familiarity with various training tools and equipment.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Dog training equipment and tools, including but not limited to: <ul style="list-style-type: none"> - Collars, head halters, body harnesses - Leashes, leads - Various marker options (audio, visual, tactile) - Toys, puzzles, games - Various dog sport equipment • Pros and cons of various training equipment • Animal learning terminologies • Fitting, sizing, adjustment • When, where, why, and why not to use each • Sources for purchase 	<ul style="list-style-type: none"> • Identifying the appropriate training equipment for an individual dog • Using various training equipment • Identifying key issues • Assessing situations • Analytical and critical thinking • Fitting, sizing, adjustment of leashes, collars, harnesses, etc.

● TRAINING TECHNIQUES

Develop a familiarity with and understanding of various training techniques, modalities, and concepts in order to:

- Better instruct and advise clients
- Compare and contrast differing techniques to explain to a client why to or why not to use a method
- Provide sound recommendations to clients

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • All training methodologies that have been used both historically and in the present day to ensure a complete understanding of the evolution of techniques and concepts in dog training over time 	<ul style="list-style-type: none"> • Identifying the appropriate training techniques for an individual dog • Using various training techniques • Identifying key issues • Assessing situations • Analytical and critical thinking

● MECHANICAL SKILLS

Develop an understanding of and mechanical skills in dog training such as body movement, leash handling, etc.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Fundamental mechanical skills of dog training • Dog training methods including, but not limited to: <ul style="list-style-type: none"> - Luring - Capturing - Modeling - Shaping - Correction/compulsion - Target trainings • Animal learning terminologies 	<ul style="list-style-type: none"> • Applying mechanical skills of dog training • Identifying and utilizing the appropriate theories, practices, and training methods • Analytical and critical thinking



HUMAN LEARNING

● LEARNING THEORY

Develop an understanding of and skills in learning theory as it applies to humans.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Fundamentals of adult learning theories and practices 	<ul style="list-style-type: none"> • Applying learning theories and practices in classroom setting • Identifying and utilizing the appropriate theories and practices

● HUMAN INSTRUCTION

Develop an understanding of and skills in teaching a variety of people, including but not limited to:

- Various ages
- Various learning differences and abilities
- Various cultures and socioeconomic backgrounds

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Fundamentals of adult learning theories and practices • Learning terminologies 	<ul style="list-style-type: none"> • Applying learning theories and practices in classroom setting • Identifying and utilizing the appropriate theories and practices



HUMAN LEARNING

● CLIENT CASE MANAGEMENT

Develop a familiarity with, an understanding of, and skills in client case management in order to most effectively instruct clients.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Difference between needs and wants • Active listening techniques • Project management • Training assessment tools • Survey techniques • Thorough client histories • Creating reports • Conducting periodic and final assessments and follow-ups 	<ul style="list-style-type: none"> • Distinguishing between needs and wants • Analyzing information • Active listening techniques • Conveying needs over wants • Project management techniques including but not limited to: <ul style="list-style-type: none"> - Attention to details - Multi-tasking - Time management - Planning - Scheduling - Goal setting - Organizing • Designing an assessment tool • Identify key issues • Analytical and critical skills • Assessing situations • Decision making • Problem solving • Developing surveys • Note taking • Written and oral communication • Record keeping • Organization



HUMAN LEARNING

● GROUP CLASS INSTRUCTION

Develop a familiarity with and skills in creating, managing, and effectively teaching group training classes.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Fundamentals of session design techniques • Class management methods, techniques and strategies • Curriculum development • Project management • Group motivation techniques • Group specific lesson planning (children, seniors, etc.) 	<ul style="list-style-type: none"> • Administering training sessions • Designing training sessions • Preparing and conducting an instructionally sound training session • Managing a class setting with multiple dogs and owners • Curriculum design • Oral and written communication • Organization • Record keeping • Time management • Motivating and managing groups • Multi-tasking • Building customer relations and confidence • Setting priorities • Attention to detail • Managing conflict

● PRIVATE SESSION TRAINING

Develop a familiarity with and skills in effectively conducting private training sessions.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Fundamentals of session design techniques 	<ul style="list-style-type: none"> • Administering training sessions • Designing training sessions • Preparing and conducting an instructionally sound training session • Time management • Record keeping • Written and oral communication • Organization

● INSTRUCTION OF MECHANICAL TRAINING SKILLS

Teach clients how to train their dogs to perform specific basic behaviors such as sit, down, etc.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Specific manners and behaviors such as sit and down • Fundamental theories and practical elements of adult and animal learning • Group motivation • Animal learning terminologies 	<ul style="list-style-type: none"> • Teaching specific dog manners and behaviors • Identifying and utilizing the appropriate theories and practices • Applying adult learning techniques • Motivating groups



CANINE BEHAVIOR

● NORMAL CANINE COMMUNICATION

Develop an understanding of and familiarity with normal canine communicative signals, including but not limited to:

- Body language
- Vocalizations

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Normal canine body language, including but not limited to: <ul style="list-style-type: none"> - Appeasement, calming, displacement signals - Stress signals - Avoidance behavior - Displacement behavior - Interspecies communication - Intraspecies communication - Predatory behavior • Canine vocal communication • Dog behavior terminologies • Temperament, personality and emotional states • Canine sensory perception 	<ul style="list-style-type: none"> • Explaining concepts and methods • Observation skills • Attention to detail • Analytical and critical thinking • Researching

● OBEDIENCE TRAINING

Develop an understanding of and skills in teaching manners/ obedience skills.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Basic manners behaviors including sit, lie down, stay, come, and walk on a loose leash. • Fundamental theories and practical elements of animal learning • Group class instruction • Private training instruction • Undesirable behaviors • Normal and abnormal behavior • Training incompatible (desirable) behaviors • Dominance and pack behavior • Temperament, personality and emotional states • Management strategies • Dog behavior terminologies 	<ul style="list-style-type: none"> • Explaining concepts and methods • Identifying and utilizing the appropriate theories, methods and practices • Explaining, demonstrating, teaching, and training basic manners behaviors • Attention to detail • Describing and explaining behavioral concepts and issues • Applying training and/or a behavior modification plan to change behavior • Interviewing • Identifying key issues • Problem solving • Rapport building • Mediation • Assessing situations • Analytical and critical thinking



CANINE BEHAVIOR

● INTERSPECIES & INTRASPECIES RELATIONSHIPS

Develop an understanding of and familiarity with the most effective means of introducing dogs to:

- New homes
- New family members
- Newborns, infants, and toddlers
- Other dogs (senior, adult, adolescent, and puppy)
- Cats and/or other species
- Pet selection

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Process and techniques of introducing new pet to an adult, child, baby, cat, dog or other animals • Body language and canine interaction • Group dynamics including structure of multi-species groups • Selecting appropriate pet for households • Temperament, personality and emotional states • Dog behavior terminologies • Normal and abnormal canine behavior • Stages of physical and psychological development of the dog from birth to maturity 	<ul style="list-style-type: none"> • Introducing new pet to an adult, child, baby, cat, dog or other animals • Managing the family • Managing the home environment • Managing the individual elements • Assessing situations • Observation skills • Attention to detail



CANINE BEHAVIOR

● RESOLVING UNDESIRABLE BEHAVIORS

Develop an understanding of, familiarity with, and skills in:

- Identifying common undesirable behaviors
- Developing behavior modification plans
- Resolving common undesirable behaviors
- Advising clients when dealing with undesirable behaviors

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Normal, abnormal, and unwanted canine behaviors • Fundamental theories and practical elements of animal learning and behavior modification • Management strategies • Dog behavior terminologies • Common procedures for the modification of common behavior concerns, including but not limited to: <ul style="list-style-type: none"> - Various forms of aggression including but not limited to: <ul style="list-style-type: none"> • Interspecies and intraspecies aggression • Resource guarding • Touch sensitivity • Territorial aggression • Maternal • Predatory, etc - Various types of anxieties, fears and phobias including but not limited to: <ul style="list-style-type: none"> • Separation anxiety • Noise phobias, etc - Distractions and over arousal - Destruction - House soiling - Poor manners (jumping, barking, negative attention seeking, etc) • Handling handler's emotions and attitudes can influence learning • Potential problematic situations • Fundamentals of adult learning theories and practices • Health, nutrition, genetics, ailments, injuries, and other factors contributing to undesirable behaviors 	<ul style="list-style-type: none"> • Explaining concepts and methods • Identifying and utilizing the appropriate theories and practices • Attention to detail • Analytical and critical thinking • Developing a behavior modification plan • Communicating a behavior modification plan • Implementing a behavior modification plan • Avoiding potential confrontations • Assessing situations • Identifying key issues • Teaching prevention exercises • Applying classroom lessons to the home environment • Identifying and describing desirable and undesirable dog behaviors • Identifying normal dog behavior • Taking client history • Instruction • Researching



CANINE BEHAVIOR

● GENETICS

Understanding of basic genetic concepts, how genes do and do not influence behavior in order to:

- Help differentiate when a behavior is learned, and when it is inherited
- Provide sound recommendations to clients

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Basic genetic concepts including but not limited to: <ul style="list-style-type: none"> - DNA - Genes - Chromosomes - Traits - Inheritance - Phenotype and genotype - Dominant genes and recessive genes • Breed specific concerns • Relationship between genetic factors and dogs behavior • Nature vs nurture • Common genetic and non-genetic behavior issues and their impact on learning, behavior, and dog's well-being • Normal canine behavior • Dog behavior terminologies 	<ul style="list-style-type: none"> • Building customer relationship and confidence • Researching • Analytical and critical thinking • Observing • Identifying possible mixes

● BREED VARIATION

Familiarity with a variety of dog breeds in order to:

- Consider implications of breed on training and behavior
- Provide sound recommendations to clients

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Dog breeds and breed related tendencies, including but not limited to: <ul style="list-style-type: none"> - Breed types - Breed characteristics, temperament, and personality - Historical function (or original function) • Relations between breed characteristics and behavior • Basic genetic concepts and how they are related to breed variation • Normal and abnormal canine behavior • Dog behavior terminologies • How mix breeds and progenitors affect behavior 	<ul style="list-style-type: none"> • Training various types of breeds • Building customer relationship and confidence • Identifying and describing dog breed types and characteristics • Researching • Analytical and critical thinking • Observing • Identifying possible mixes



CANINE BEHAVIOR

● CANINE DEVELOPMENT

Develop a familiarity with and understanding of various factors that can impact behavior, including but not limited to:

- Canine social, physical and psychological development
- Genetics
- Learning experiences and reinforcement history

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Desirable and undesirable behaviors • Breed types and their historical function • Other factors impacting breed characteristics such as genes, selective breeding, environment, training, diet, instinctive behavior, and upbringing • Dog behavior terminologies • The stages of physical and psychological development from birth to maturity 	<ul style="list-style-type: none"> • Identifying and describing desirable and undesirable dog behaviors • Identifying and describing normal and abnormal behavior • Identifying and describing how punishment and reinforcement history effect desirable and undesirable behavior • Researching • Analytical thinking

● MECHANICAL TRAINING SKILLS

Develop a familiarity with and skills in training a dog on basic manners such as sit, down, walk on a loose leash, etc

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Basic manner training techniques including sit, down, walk, etc. • Animal learning terminologies 	<ul style="list-style-type: none"> • Performing physical skills to train dogs in basic manners such as sit, down, walk on a loose leash, etc.



HEALTH & NUTRITION

● GENERAL DOG HEALTH & WELLNESS

Develop a familiarity with and understanding of common, basic concepts in dog health in order to:

- Identify when a dog's health may be suffering
- Recognize when veterinary referral is required
- Provide sound recommendations to clients

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Importance of annual veterinary examinations, blood work, urinalysis, and on-going check-ups as needed • Standard practices and maintenance that promote good health, including but not limited to: <ul style="list-style-type: none"> - Grooming - Bathing - Oral/ear/eye health - Skin/hair/fur care - Nail care • Internal and external parasite concerns and prevention • Nutritional requirements, supplements and digestive health • Physical and mental exercise and stimulation • Mobility, gait, and movement • Housing and environmental requirements • The impact of various breed, age, and developmental stage considerations and differences on health • Ability to identify potential concerns or problems relating to a dog's health, including but not limited to: <ul style="list-style-type: none"> - The above listed standard practices to promote good health - Obvious injuries, infections, or ailments - Hyper and hypothermia, dehydration, and other first-aid related concerns - Physical pain, discomfort, or stress - Emotional discomfort or stress - Core vaccinations, related disease transmission and symptoms, titers, protocols, and related controversies - The impact, role, and implications of hormones on health, including but not limited to: <ul style="list-style-type: none"> • Spaying/neutering • Being in-heat • Pregnancy • Nursing - Basic health terminologies - Roles and responsibilities of veterinarians and dog trainers, overlap, communication, and differentiation • Basic health and nutrition terminologies • Dog food types, diets, and rotation • Interpretation of food nutrition facts and labels • Value of a complete and balanced diet • Knowledge of AAFCO statements 	<ul style="list-style-type: none"> • Attention to detail • Ability to take detailed client history • Confirmation of dog's overall physical and emotional ability to be trained • Ability to interpret veterinary records • Initial and ongoing assessment of general health maintenance, physical exercise, mental stimulation, and nutrition to promote and maintain good health • Interpreting dogs' behaviors and needs • Explaining and interpreting medical concepts • Building customer relationship and confidence • Collaboration and communication with veterinary professionals • Demonstrating an understanding of a variety of key components of balanced nutrition, nutritional facts and value • Managing the diet of a dog with behavioral problems • Managing a dog's diet and daily exercise • Managing a dog's learning and behavioral challenges



HEALTH & NUTRITION

● GENERAL DOG HEALTH & WELLNESS

Develop a familiarity with and understanding of common, basic concepts in dog health in order to:

- Identify when a dog's health may be suffering
- Recognize when veterinary referral is required
- Provide sound recommendations to clients

KNOWLEDGE OF:	SKILLS IN: (repeated from previous page)
<ul style="list-style-type: none"> • Dog food ingredients • Nutrition considerations pertaining to a variety of dietary needs, including but not limited to: <ul style="list-style-type: none"> - Various developmental stages and ages, including but not limited to: <ul style="list-style-type: none"> • Pregnancy • Bottle feeding • Puppies • Juvenile • Adult • Geriatric - Various breeds including but not limited to: <ul style="list-style-type: none"> • Teacup/miniature • Giant • Athletes - Health concerns, including but not limited to: <ul style="list-style-type: none"> • Malnutrition • Obesity - Relationship between dog's learning, behavior and nutrition - Role and responsibility of veterinarians and dog trainers and canine nutritionist - Basic health terminologies 	<ul style="list-style-type: none"> • Attention to detail • Ability to take detailed client history • Confirmation of dog's overall physical and emotional ability to be trained • Ability to interpret veterinary records • Initial and ongoing assessment of general health maintenance, physical exercise, mental stimulation, and nutrition to promote and maintain good health • Interpreting dogs' behaviors and needs • Explaining and interpreting medical concepts • Building customer relationship and confidence • Collaboration and communication with veterinary professionals • Demonstrating an understanding of a variety of key components of balanced nutrition, nutritional facts and value • Managing the diet of a dog with behavioral problems • Managing a dog's diet and daily exercise • Managing a dog's learning and behavioral challenges



HEALTH & NUTRITION

● IMPLICATIONS OF HEALTH ON LEARNING AND BEHAVIOR

Develop a familiarity with and understanding how emotional and physical health concerns can impact learning and behavior in order to:

- Know when training and behavior efforts will be impacted
- Recognize when veterinary referral is required
- Provide sound recommendations to clients

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Common, basic requirements for healthy dogs • Ability to identify potential concerns or problems relating to a dog’s physical or emotional health • Relationship between and impact of physical and emotional health and dog’s behavior and learning • Common health concerns or problems that often manifest as behavior problems • Common health concerns or problems that impact, cause, or exacerbate behavior problems • Implications of hormones on behavior, including but not limited to: <ul style="list-style-type: none"> - Spaying/neutering - Being in-heat - Pregnancy - Nursing • Implications of age, breed, and developmental stages on behavior, including but not related to adolescence, maturity, geriatric, and breed tendencies • Theory and practice of dog behavior and learning • Roles and responsibilities of veterinarians and dog trainers, overlap, communication, and differentiation • Relationship between environmental factors and dog’s health • Basic health terminology 	<ul style="list-style-type: none"> • Attention to detail • Ability to take detailed client history • Confirmation of dog’s overall physical and emotional ability to be trained • Ability to interpret veterinary records • Initial and ongoing assessment of general health maintenance, physical exercise, mental stimulation, and nutrition to promote and maintain good health • Interpreting dogs’ behaviors and needs • Explaining and interpreting medical concepts • Building customer relationship and confidence • Collaboration and communication with veterinary professionals • Managing health related concerns of a dog with behavioral problems • Managing health considerations in the prevention and/or treatment of behavioral problems • Managing a dog’s learning and behavioral challenges

● ANATOMY

Develop an understanding of dog anatomy and structure and its possible effects on behavior.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Dog anatomy, structure, and movement • Relationship between dog anatomy and dog behavior • Normal dog behavior • Dog behavior terminologies 	<ul style="list-style-type: none"> • Explaining concepts and methods • Researching • Observation skills • Analytical and critical thinking • Evaluating structure and movement



HEALTH & NUTRITION

● VETERINARY ROLE, RELATIONSHIPS AND REFERRALS

Understand, recognize and be able to explain:

- The critical role of the veterinarian
- When and where and how veterinarians and trainers work together

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Roles and responsibilities of veterinarians and dog trainers • Necessity of veterinary intervention to identify or rule out medical issues when dealing with behavioral problems • Basic health and nutrition terminology • Scope of practice 	<ul style="list-style-type: none"> • Building relationship with veterinarians • Collaboration and communication with veterinary professionals • Defining divisions of labor • Building relationship and confidence • Interpersonal communication • Explaining concepts, methods, and ideas building

● FIRST AID

Develop a familiarity with, understanding of, and skill in pet and human first aid in order to provide first aid in the case of an emergency.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Fundamental first aid procedures • First aid supplies • Importance of immediate medical care • Roles and responsibilities of veterinarians and dog trainers • Basic health and nutrition terminologies 	<ul style="list-style-type: none"> • Using first aid supplies • Handling an injured pet and ensuring safe transportation • Interpersonal communication

● CLIENT HEALTH POLICIES

Develop business policies regarding client health in order to:

- Minimize liability
- Minimize transmission of contagious or zoonotic disease to and between clients
- Minimize internal and external parasitic infection

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Infectious, contagious, and zoonotic disease transmission • Prevention of disease transmission • Key components of a sanitation protocol • Local rabies vaccination requirements • Common diseases • Require core and optional vaccinations • Writing policy documents • Policy structure and formulation • Implementation, monitoring, and evaluation of a policy 	<ul style="list-style-type: none"> • Writing policy documents • Critical thinking • Attention to detail • Record keeping • Research • Interpreting vaccination protocols and recommendations



HEALTH & NUTRITION

● SAFE WORK ENVIRONMENT

Develop a Standard Operating Procedure in order to:

- Ensure and maintain a clean and safe work environment or facility for your clients, consultants, sub-contractors, and yourself
- Minimize liability

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Research OSHA regulations pertaining to your business operation • Key elements to maintaining a healthy and safe working environment for dogs, dog owners, and staff • Key components of a sanitation protocol • Basic health terminologies 	<ul style="list-style-type: none"> • Writing policy documents • Critical thinking • Attention to detail • Record keeping • Research • Complying with business standards operating procedures • Complying with business regulatory requirements • Complying with sanitation protocols • OSHA regulations



BUSINESS

● BUSINESS PLAN

Develop an understanding of and familiarity with the process of creating a strategic and thorough business plan in order to:

- Think about business in a strategic way
- Study and research the facts of business

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Fundamentals and key elements of strategic and business plans • Project management techniques 	<ul style="list-style-type: none"> • Developing vision, mission, core values • Strategic, analytical, and critical thinking • Applying project management techniques • Writing • Team work and collaboration • Researching • Interpersonal communication • Projecting sales and expenses

● PRODUCTS AND SERVICES

Identify planned services and pricing structures.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Proposed products • Proposed services • Competitive market research • Competitive advantages and disadvantages • Proprietary features 	<ul style="list-style-type: none"> • Conducting competitive market research • Inspecting products and services • Determining product and service value • Problem solving



BUSINESS

● MARKETING PLAN

Develop a marketing and public relation strategy in order to:

- Understand your market
- Identify effective market efforts

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Fundamentals and key elements of a marketing and public relations plan • Effective promotional materials utilizing internal talent and/or external vendors as needed • Media process and planning • Branding procedure and processes • Advertising • Community relations • Type of marketing materials • Type of talent needed • Project management techniques • Competitive analysis • Industry economics • Distribution channels • Target customer demographics • Marketing strategies • Promotional strategies • Social media 	<ul style="list-style-type: none"> • Vision and direction • Researching • Promoting products and services • Strategic and analytical thinking • Planning, scheduling, and organizing • Creative writing • Applying project management techniques • Team work and collaboration • Good sense of timing • Projecting • Measuring results • Interpersonal communication • Multi-tasking • Delegation • Applying branding processes and procedures • Communication (written and verbal) • Conducting competitive analysis research • Analyzing research findings • Math, budgeting



BUSINESS

● OPERATIONAL PLAN

Develop a thorough operational plan in order to:

- Identify and organize daily operation
- Identify service area and location
- Identify and required supplies and equipment
- Develop policies and procedures

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Fundamentals and key elements of writing business policies and procedures • Laws and regulations governing businesses • Human resources system • Business related software • Project management techniques • Develop employee training manual • Key elements of an employee training manual • Fundamentals of instructional design • Fundamentals of adult learning theories and practices • Filing systems and record management • Identify needed resources including, but not limited to: <ul style="list-style-type: none"> - Equipment - Staffing - Stationary - Computers - Software, etc. • Information technology 	<ul style="list-style-type: none"> • Written and oral communication • Strategic, analytical, and critical thinking • Problem solving • Setting standards • Team work and collaboration • Researching • Personnel practices • Using common business software • Coaching staff • Organizing effective meetings • Negotiation • Documentation • Applying project management techniques • Writing • Identifying key issues • Explaining concepts • Identifying outside resources • Filing • Organization • Typing/writing • Recording data and information • Human relations



BUSINESS

● MANAGEMENT AND ORGANIZATION

Identify management and organizational structure in order to:

- Determine day-to-day business management plan
- Identify staffing needs and requirements

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Business management • Organizational chart • Job descriptions • Project management techniques • Fundamentals of customer service • Fundamentals of effective communication • Business products and services • Basic project management • Fundamentals of operating a business • Regulations impacting businesses • Ethics • Internal/external correspondence • Business operation policies, strategies and requirements 	<ul style="list-style-type: none"> • Management • Supervision • Delegation • Written and oral communication • Problem solving • Critical thinking • Using social media • Planning, organizing, and scheduling • Setting priorities • Budgeting • Project management techniques

● FINANCIAL PLAN

Develop a thorough and accurate financial plan in order to:

- Reasonably estimate financial future
- Improve insight into inner financial workings of business

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Budget development • 12 month profit and loss projection • Projected cash flow • Start-up expenses • Capitalization • Financial/accounting principles and concepts • Investment principles • Payroll and payroll procedure • Financial software • Tax law and other legalities • Developing a financial system, including but not limited to: <ul style="list-style-type: none"> - Payroll - Invoices - Sales receipts - Reports - Expenses - Project management techniques - Accounting system - Inventory management software - Retail sales - Personal financial statement - Taxes - Business investment options 	<ul style="list-style-type: none"> • Budgeting • Systematic thinking • Financial projection • Financial management • Bookkeeping • Accounting • Filing • Math • Attention to detail • Organization • Managing inventory and supplies • Planning, scheduling, and organizing • Operating a computer



LAWS & REGULATIONS

● ANIMAL CONTROL & REGULATIONS

Develop a familiarity with and understanding of state and local laws and ordinances that pertain to the control and regulation of dogs in order to:

- Consider implications on the profession of dog trainers and a dog training business
- Provide sound recommendations to clients
- Inform clients on their rights and responsibilities

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Animal Welfare Act and its legislative and regulatory history • Animal control agencies and jurisdictions • Key personnel, titles, and contact information • Legislative Titles and Chapters pertaining but not limited to: <ul style="list-style-type: none"> - Licensing, permits, identification, collaring, leashing - Nuisance dog regulations - Definitions and regulations of ownership, care, custody, control, transfer of ownership, number limits - Vaccinations, bites, quarantine, vicious dogs, liability - Interstate transport, boarding, licensed releasing agencies - Puppy lemon laws, breeding restrictions and regulations - Spay/neuter regulations - Regulations and requirements of pet supplements (Animal foods/feeds and animal drugs) - Breed specific legislation - APDT model dog law - Animal law terminology 	<ul style="list-style-type: none"> • Locating and acquiring correct and relevant laws, regulations, and ordinances • Finding local legal professionals • Analytical thinking • Assessing situations • Identifying key issues • Attention to detail • Research • Establishing on-going research schedule • Explaining concepts and laws

● ANIMAL CRUELTY & NEGLECT

Develop a familiarity with and understanding of local, state, and federal laws and regulations that pertain to animal cruelty and neglect in order to:

- Consider implications on the profession of dog trainers and a dog training business
- Provide sound recommendations to clients
- Inform clients on their rights and responsibilities
- Act as an advocate for animals as needed

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Local, state, and federal animal control agencies and jurisdictions • Local and state animal cruelty key personnel, titles, and contact information • Local, state, and federal reporting structure • Local, state, and federal Legislative Titles and Chapters pertaining but not limited to: <ul style="list-style-type: none"> - Cruelty, neglect, abuse, abandonment - Mandatory reporting - Animal fighting, hoarding, tethering/anti-tethering • Animal law terminology 	<ul style="list-style-type: none"> • Analytical thinking • Assessing situations • Identifying key issues • Attention to detail • Explaining concepts and laws



LAWS & REGULATIONS

● BUSINESS REGULATIONS

Develop a familiarity with and understanding of applicable federal, state and local business regulations in order to develop a compliant business standard operating procedures.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Required legal documents to start and operate a business • Legal implications as a result of non-compliance with the required business status • Structure and key elements of a Standard Operating Procedure • Client and non-compete contracts • Insurance such as business, liability, health, disability, workers' compensation, and unemployment insurance • Compliance assurance protocols • Federal, state, and local regulations affecting your business including but not limited to: <ul style="list-style-type: none"> - Rabies and infection disease regulatory requirements and protocol and reporting procedures - Business operating licenses and permits - Zoning and conditional use permit process • Types of legal vendors and selection criteria • Project management techniques 	<ul style="list-style-type: none"> • Writing • Attention to detail • Complying with protocols • Training staff • Identifying resources • Organizing effective meetings • Identifying key issues • Negotiation • Documentation • Communication (written and verbal) • Applying project management techniques

● CODE OF ETHICS

Research and develop a code of ethics for your business in order to minimize liability.

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Structure and key elements of a code of ethics • APDT code of professional conduct and responsibilities • Other related organizations and code of ethics • Animal law terminology 	<ul style="list-style-type: none"> • Writing • Attention to detail • Clarifying values

ABOUT THE ASSOCIATION OF PROFESSIONAL DOG TRAINERS



The APDT was founded in 1993 by Ian Dunbar, PhD, BVetMed, MRCVS. A renowned veterinarian, animal behaviorist, dog trainer and writer, Dr. Dunbar created the APDT as an inclusive forum for trainers to network with each other and provide educational opportunities and grow the profession. With a goal of helping trainers improve their knowledge and skills through education, the APDT provides an industry standard of excellence for our profession.

- Our Annual Conference and Trade Show is the year's most-anticipated event, drawing expert speakers from all over the world to share their knowledge of canine behavior and training information. Manufacturers of dog products and services often use the trade show to launch new and innovative training and behavior products.
- To continue education year-round, our award-winning quarterly magazine, The APDT Chronicle of the Dog features contributing authors include some of the industry's prominent experts and the magazine is even a part of the regular circulation of several veterinary school libraries.
- We feature an extensive library of on-demand webinars on a variety of topics and this even includes some free webinars on training and behavior for the public.
- Our online educational course catalog features multi-week discussion and presentation courses providing an in-depth review on subjects as diverse as puppy social development, legal considerations when working with aggression, and dog-cat relations.
- Our members have access to our private social network, the APDT Online Community. Members can post questions and discussion topics and receive feedback from members all over the globe. The Community also features a membership directory for further networking opportunities.
- In 2010, the APDT declared January to be "National Train Your Dog Month." This annual campaign highlights the importance of training to the public with a dedicated web site at trainyourdogmonth.com.
- The APDT launched the Canine Life and Social Skills/My Dog has C.L.A.S.S. program to help promote the benefits of training for dog owners and for shelter dogs and the program has a dedicated web site at mydoghasclass.com.

For more information on the Association of Professional Dog Trainers, visit our website at apdt.com or contact us at information@apdt.com or 1-800-PET-DOGS.

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