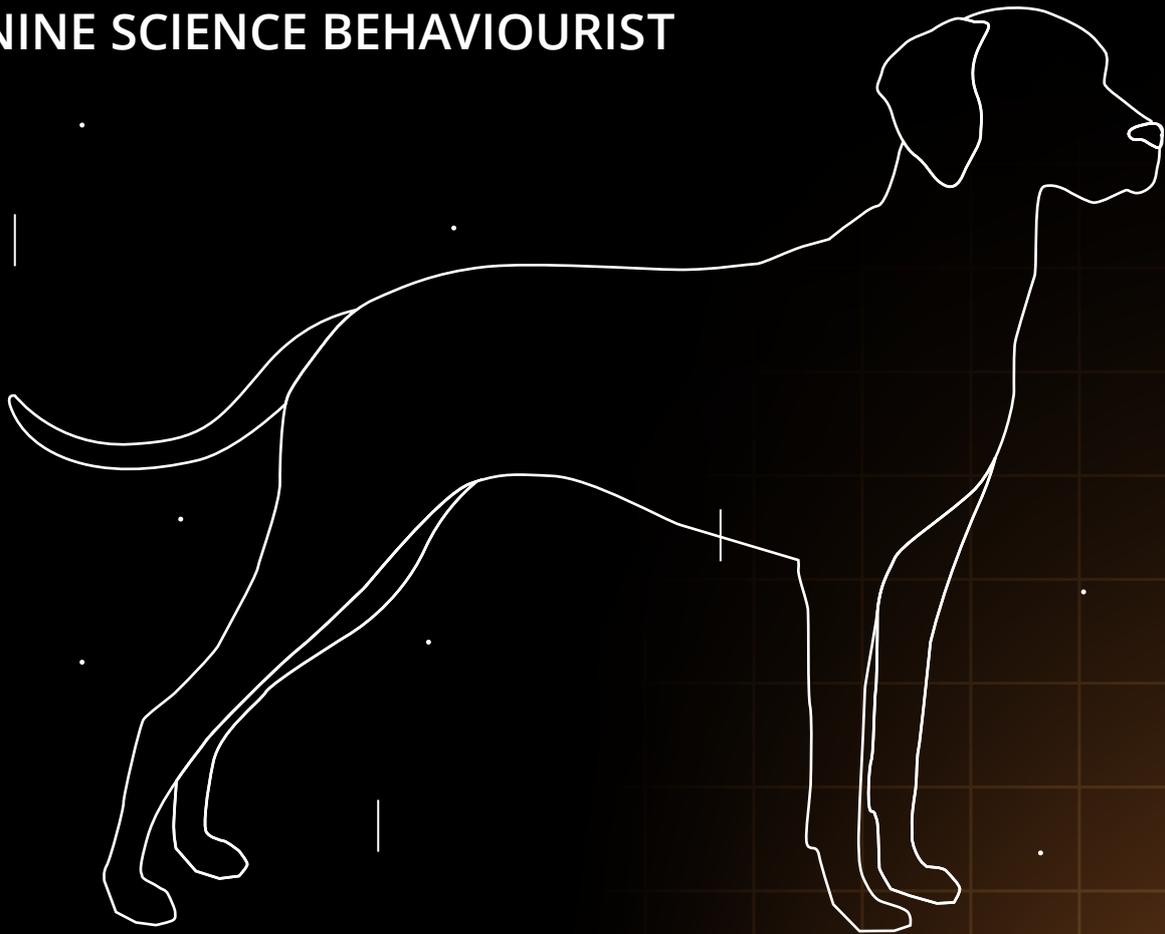


THE BEHAVIOUR BIBLE

Gain the knowledge,
practice the skills
and take the independently
graded assessment to become a
CANINE SCIENCE BEHAVIOURIST



What do you need to become a behaviourist?

PERSONAL EXPERIENCE

Time spent around your own and other peoples dogs



THEORY

Theoretical understanding of the key paradigms in animal behaviour science (including being able to look through various lenses)

STRUCTURE

A structure to ensure a safe and ethical application of theory in a client-based business setting

BUSINESS KNOWHOW

Business knowhow and client centred materials, methods and explanations

PRACTICAL SKILLS

The broad practical skills developed by learning from many who have done it many times before successfully

APPLICATION

The main specific protocols used to work common problems and an understanding about when to refer on

CRITICAL THINKING

The motivation and skills to continue to remain curious and keep learning with a healthy skepticism

SUPPORT NETWORK

A group of other people both more and less experienced for you to share ideas, ask questions and bounce off

+ Content Snap Shot +

The Behaviour Bible is a three-part online behaviour qualification with The School of Canine Science. It aims to raise the bar and set a higher standard of theoretical knowledge, client consultancy and practical skill level for dog trainers & behaviourists world wide.

1 Chapter – “The 7 Lenses”.

Theory-based, this chapter aims to teach practitioners the main frameworks in canine behaviour with courses covering Domestication and Evolution, Genetics, Neurobiology, Endocrinology, Physiology, Cognition and Emotion, and Sociology.

2 Chapter – “The Behaviour Consult”.

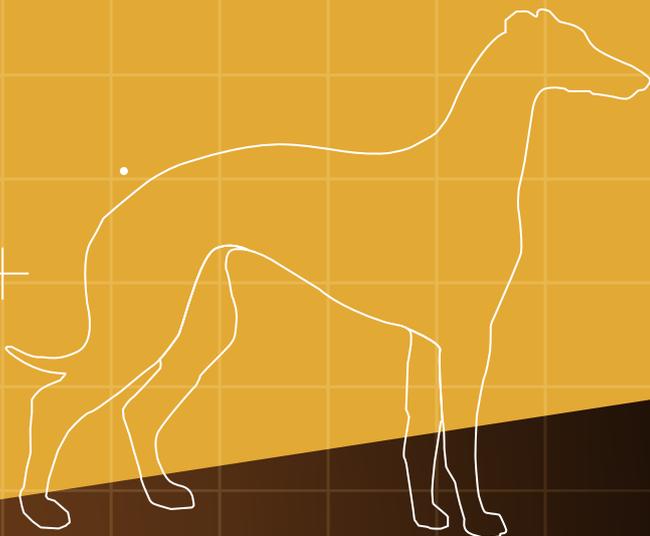
The Behaviour Consult is a detailed review with deep, step by step guides to successful behaviour consultations which include templates, client videos, forms and scripts to download and use. It is split into five verses: Acquisition, Pre Consultation, Assessment Consultation, Follow up & Research Methods.

3 Chapter – “Modification Strategy”.

With practical How To's detailing the major strategies underpinning common behaviour modification methods, this chapter shows students exactly how to implement those methods with a view to applying them to specific problems. Verses include deep dives into the modification of separation problems, dog-dog aggression, human aggression, resource guarding, predation and compulsive behaviour.

4 Chapter (optional) is the assessment.

The assessment process is conducted throughout the entire program with work being completed after each verse within each chapter. If the student wishes they can participate in an additional exam, behaviour simulation and case study which is prepared and graded alongside the existing course work to form the full assessment to become a Canine Science Behaviourist (CSB).



Who We Are?

When scientism competed with religion in the quest for answers, the industry of animal behaviour was changed in its entirety. The papers published by ethologists and zoologists became bibles and the researchers became an authority. More recently though science has become a commodity and lecture halls have replaced the training fields. Practitioners are now learning to do a job that is essentially hands-on by spending hours sitting in a chair, writing essays.

The School of Canine Science was created with the sole purpose of raising the standards by developing an army of professionals that are knowledgeable but have also learnt to apply knowledge in a thoughtful, skilful and smart manner in order to create and change behaviour.

Our video based courses do not use unexplained academic language and our program is taught by tutors who role model the training, modification and applied theory in real life settings - showing you pros and cons of methods, the nitty-gritty specifics but also highlighting relevant conceptual explanations of dog behaviour.

We want it to be possible for all of the dog trainers and behaviourists out there to talk the talk and walk the walk; to practice what they preach by being able to showcase their application of knowledge in skilful and effective behaviour modification strategies; to have all the facts to make good ethical choices; to question science as it should be questioned - on the merit of its application.

We want to pull those armchair behaviourists out of their comfy Chesterfields by showing the public what they can expect from effective and knowledgeable behaviourists. That is why we have built this course.



Nando Brown

I am an ex Royal Marines Commando who has now worked as a Trainer & Behaviourist for over 15 years.

Relevant Details include:

- Running my own fully staffed kennels, grooming and training facility on the Costa Del Sol
- Certified Mondioring Decoy at the Spanish National Championships
- Successful Youtuber with over 7 million views!
- International Speaker for dog training events and conferences all over the world



Jo-Rosie Haffenden

I have worked as an Animal Behaviourist for over a decade.

Relevant Details include:

- Working as an accredited expert witness for the Crown Prosecution Service in the UK
- Attaining a degree in Applied Psychology and post graduate qualification in Animal Behaviour
- Working for private behaviour centre, a large charity and running my own successful behaviour centre
- Presenting 3 prime time TV shows and publishing 3 books



Dean Nicholas

I've been professionally dog training for 4 years with my previous experience being in the business world.

Relevant Details include:

- Being invited to train and coach many other trainers across the UK
- Running and judging The Dog Trainer of The Year competition at Battersea
- Conducting Technical Tricks demos and tutorials
- Mastering the application of behaviourism in dog training

Chapter 1: The 7 Lenses

In the first chapter of The Behaviour Bible we will uncover the seven lenses necessary to understand the whole dog including taking a deep dive into domestication and evolution, genetics, neurobiology, endocrinology, physiology, cognition and emotion and sociology. The dog is an orchestra and understanding the sounds he creates within behaviour is only possible by uncovering each instrument. Understanding the various ways to look at dogs in full will enable practitioners to choose which lens is most relevant and going to lead to the most accurate assessment and the most effective methodology. Each course includes a full length video lecture, a particularly deep dive into a relevant part of the theory as well as an additional guest slot which focuses on application.

Verse 1. Domestication and Evolution

- Multiple part lectumentary (lecture x documentary)
- Full hour long interview with a wolf expert at his Lobo Park
- In-depth deep dive into an example of modern domestication

Verse 2. Genetics

- Multiple part lectumentary
- Full interview with Harvard geneticist
- In-depth 4 dog case study

Verse 3. Neurobiology

- Multiple part lectumentary
- Full interview with Phd neuroscience researcher
- Deep dive into fMRI and applying the science to your dog

Verse 4. Endocrinology

- Multiple part lectumentary
- Two hour interview and video analysis with world class ethologist

Verse 5. Physiology

- Multiple part lectumentary
- Full in hospital case study
- Deep dive into the health and behaviour consequences of neutering

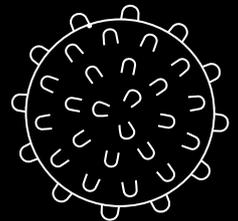
Verse 6. Cognition and Emotion

- Multiple part lectumentary
- Full interview with cognition researcher
- Deep dive into the concept and evidence for jealousy

Verse 7. Sociology

- Multiple part lectumentary
- Full second lectumentary uncovering body language
- Spotlight on social behaviour in rescue

Each Verse is complete with tasks and challenges to put towards your assessment



Chapter 2:

The Behaviour Consultation

From here the second chapter of the bible looks into the practicalities of the actual consultation. This is broken into several parts including a complete guide to optimising the consultation process.

This includes:

Verse 1. The business of behaviour consultation

- Client acquisition guide
- Behaviour etiquette and case process
- The SoCS hierarchy of practice
- Initial contact guide, scripts and deposit taking tips
- Commercial structure overview

Verse 2. Pre consultation

- History template and case study analysis
- Vet history, a guide to communicating with vets and email template
- Booking template emails
- Remote consulting: pros, cons and considerations
- 17 ready to use pre training videos for your clients
- Equipment guides and pre set up examples

Verse 3. In person and remote assessment consultation

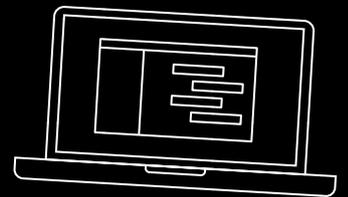
- How to assess an owner
- Onsite information gathering
- How to assess the behaviour of a dog
- Looking for motivations
- Management theory, concepts and set ups
- Real life training for real life clients
- Diagnosis and prognosis: a discussion

Verse 4. Follow up

- Psychopharmacology
- Rehoming
- Report writing with case study examples and templates
- Euthanasia
- When to refer
- The decision making flowchart
- How to make decisions in behaviour cases

Verse 5. Research Methods

- Types of hypothesis
- Experimental vs Observational vs Questionnaire
- Qualitative vs Quantitative
- Sampling techniques
- Statistics
- Reliability
- Objectivity
- Standardisation
- Generalisation
- Live analysis of 3 animal behaviour papers



Chapter 3:

Behaviour Modification

Practitioners come off the back of the other two chapters with a deep understanding of dogs, and a clear pathway through the process of information gathering and thorough assessment. Chapter two has also cleared up logistical, ethical and methodological challenges regarding what to do next. This final chapter explores the methods that are available to modify behaviour. Each tool in the toolbox is explored in detail looking at both the scientific evidence but also drawing on a combined experience of more than 30 years working with dogs. We look at the set up and client based problems that come with each strategy as well as step by step hand holding guides to ensure our practitioners leave the chapter knowing how to understand each method. With guests from varying backgrounds, disciplines and ethical standpoints as well as case studies with client comments included there has never been a more practical and deep exploration of behaviour modification tools as this one.

*Each of the application verse will assume a deep knowledge of domestication and evolution, genetics, neurobiology, endocrinology, physiology, cognition and emotion and the social lives of dogs. Additionally practitioners will benefit from understanding the recommended SoCS consultation process. All covered in Chapters 1 and 2.

Verse 1. The modification Fundamentals

- Behaviour Modification - Counter Conditioning
- Behaviour Modification - Desensitisation
- Behaviour Modification - Flooding
- Behaviour Modification - Habituation
- Behaviour Modification - Differential reinforcement
- Behaviour Modification - Play Therapy
- Prevention
- Ethical Considerations
- Training Methodology

Verse 2. Application to Separation Anxiety

- Common motivations for the behaviour
- How to apply the 7 lenses to the assessment protocol
- The best way to run the case: quirks and changes to our traditional model
- Applied behaviour modification
- Case shadow
- How other experts may handle it
- Interview with a VERY special guest

Verse 3. Application to dog to dog aggression

- Common motivations for the behaviour
- How to apply the 7 lenses to the assessment protocol
- The best way to run the case: quirks and changes to our traditional model
- Applied behaviour modification
- Legal considerations
- Case shadow



Chapter 3:

Behaviour Modification

- How other experts may handle it
- Interview with a VERY special guest

Verse 4. Application to dog to human aggression

- Common motivations for the behaviour
- How to apply the 7 lenses to the assessment protocol
- The best way to run the case: quirks and changes to our traditional model
- Applied behaviour modification
- Legal considerations
- Case shadow
- How other experts may handle it
- Interview with a VERY special guest

Verse 5. Application to resource guarding

- Common motivations for the behaviour
- How to apply the 7 lenses to the assessment protocol
- The best way to run the case: quirks and changes to our traditional model
- Applied behaviour modification
- Case shadow
- How other experts may handle it
- Interview with a VERY special guest

Verse 6. Application to compulsive behaviour

- Common motivations for the behaviour
- How to apply the 7 lenses to the assessment protocol
- The best way to run the case: quirks and changes to our traditional model
- Applied behaviour modification
- Legal considerations
- Case shadow
- How other experts may handle it
- Interview with a VERY special guest

Verse 7. Application to predation

- Common motivations for the behaviour
- How to apply the 7 lenses to the assessment protocol
- The best way to run the case: quirks and changes to our traditional model
- Applied behaviour modification
- Case shadow
- How other experts may handle it
- The big ethics debate and what science has to say about it
- Interview with a VERY special guest



Chapter 1:

The Assessment (optional)

The Assessment takes place over the entirety of the course. Tasks are given out for each of the 19 verses and it is up to the student to choose to take part and record each task.

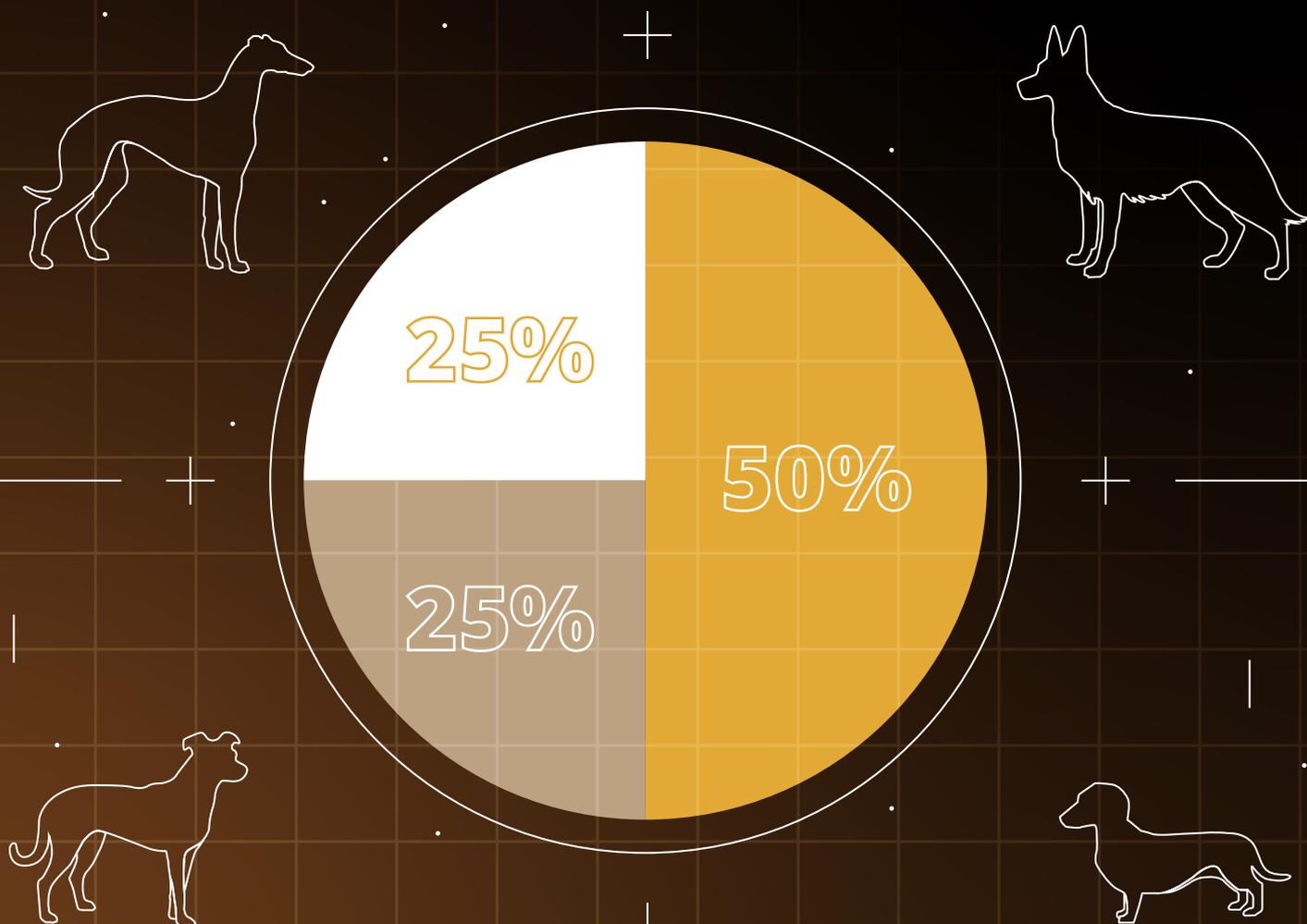
Students are given a folder to upload the evidence of the tasks they have worked though should they decide to go through the assessment process to become a qualified CSB (Canine Science Behaviourist).

The course work will make up 50% of the final mark. The student will then undertake a behaviour simulation which will accrue 25% of the final mark and an examination which will make up the final 25%.

● Course work

● Exam

● Case simulation



Price List

Chapter 1	Title	Full price	Release Date	Release Price for 2 weeks
Verse 1	Domestication & Evolution	£149.99	23 rd July 2021	£49.99
Verse 2	Genetics	£149.99	27 th August 2021	£99.99
Verse 3	Neurobiology	£149.99	24 th September 2021	£99.99
Verse 4	Endocrinology	£149.99	29 th October 2021	£99.99
Verse 5	Physiology	£149.99	26 th November 2021	£99.99
Verse 6	Cognition & Emotion	£149.99	17 th December 2021	£99.99
Verse 7	Sociology	£149.99	28 th January 2022	£99.99

THE BIG BUNDLE - BUY THE WHOLE CHAPTER

You have the option to lock in the £49.99 price for EVERY VERSE in the CHAPTER by pre-purchasing the whole chapter (priced at £1049.93) for **£349.99**, between the 23rd July – 8th August 2021

THE MEGA BUNDLE - BUY THE WHOLE 3 YEAR COURSE

In addition as a one time offer we're also offering a pre-purchase of the ENTIRE 3 YEAR COURSE, that's all three chapters containing the 19 verses of the behaviour bible (currently priced at £2,849.81) for only **£999.99** excluding assessment.

Chapter 2 - Released Spring / Summer 2022		Full price
Verse 1	The business of behaviour consulting	£149.99
Verse 2	Pre consultation	£149.99
Verse 3	Initial assessment consultation	£149.99
Verse 4	Follow up	£149.99
Verse 5	Research methods	£149.99

Chapter 3 - Released Spring / Summer 2023		Full price
Verse 1	Behaviour modification fundamentals	£149.99
Verse 2	Application - Separation anxiety	£149.99
Verse 3	Application - Dog aggression	£149.99
Verse 4	Application - Human aggression	£149.99
Verse 5	Application - Resource guarding	£149.99
Verse 6	Application - Compulsive behaviour	£149.99
Verse 7	Application - Predation	£149.99

CHAPTER 4 - THE ASSESSMENT

Assessment The optional assessment including full grading and examination following completion of the course will be available at the full price of **£349.99** or a discounted price on release of **£99.99**

+ Membership +

The field of dog training is unregulated. Whilst many organisations will suggest they regulate trainers, the truth is there are many organisations and none of them are responsible for benchmarking and validating the standard necessary to be a behaviour practitioner. You will find many paid membership organisations such as the ABTC (Animal Behaviour and Training Council), APBC (Association of Pet Behaviour counsellors), the RCDTBP (Registration Council for Dog Training & Behaviour Practitioners) and PETbc (Pet Education Training and Behaviour Council) to name a few, however do not confuse these with legally recognised industry regulators

The School of Canine Science are not a membership body. We are an **education provider**. Rather than add to the current model and create our own membership organisation, we will remain an education provider but create an assessment which gives us confidence that you have what it takes to practice with **knowledge, skills and integrity**.

This bucks the current trend in the industry that is for education providers to also create and/or control membership bodies.

Examples of this include

As owner of PACT on the committee for ASAB;

The president of the ABTC owning Compass education;

The chairman of the CFBA and secretary of PETbc also developed the education provider Cambridge Institute of Dog Behaviour and Training

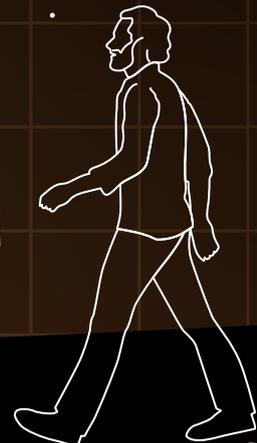
As well as organisations such as the IMDT who provided paid education opportunities whilst also running their own paid for membership bodies (the IMDT and the IMDTb)

We are in no way disparaging the value of the course content and education provided by these organisations. We do feel, however, it is unethical to write a course, assess your own content, write and mark the exams and then have a pay-to-join membership body. This creates closed echo chambers and tribalism that we feel is counterproductive in terms of raising the bar. The financial interest in high pass rates along with higher admission rates is a clear conflict of interest.

The School of Canine Science believes in raising the standard by raising the level of educated and skilful practitioners. We insist that to ensure course content is at the highest standard it should be validated by external experts. And we believe that any assessment process should be marked by those without a financial interest in pass rates.

"This is the well referenced, unbiased, client-dog oriented education I've always dreamt of"

Amy R



Accreditation and Certification

NOW LISTEN UP. Nobody in our industry has explained this anywhere. There are many reasons for this but to be totally honest, it's mainly due to so many organisations profiteering from you not understanding it. And specifically misleading you so that you believe their courses are some how validated in ways they are not. So...get your mug of coffee and your reading glasses because you're going to want to understand this bit fully.

OFQUAL regulates qualifications in England where the School of Canine Science is based, you can view a list of the Ofqual Regulated Qualification Framework (RQF) here : <https://register.ofqual.gov.uk/>

These qualifications are of course regulated, they have specific delivery requirements and learning outcomes. Achievement of these qualifications provide learners with 'credits'. Credits indicate the amount of time an average learner will need to achieve a unit or a qualification. One credit represents ten notional hours of learning-a credit is therefore an indication of the size of a unit or a qualification. To undertake these regulated qualifications you should also be required to produce evidence of prior attainment, the same way a degree might require an A-level and an A-level might require a GCSE.

Within our industry, there are qualifications that are registered with an awarding organisation, but this is not to be confused with being OFQUAL regulated. As stated in the small print of these course providers, their courses are not on the RQF (The Regulated Qualifications Framework) and therefore do not provide learning credits, despite, in many cases carrying the 'level X' label.

Instead these qualifications are registered with awarding organisations (for example OCN, NCFE and City & Guilds) as either bespoke or endorsed qualifications which means the education provider can put the awarding organisations logo on certificates but again, has absolutely no guaranteed transferable value within the world of education.

This bespoke approval process does however ensure that the organisation operates in accordance with its procedures. Our aim was to be better than the rest and to attain an OFQUAL Level 6 qualification in behaviour.



Accreditation and Certification

But we came across some problems...

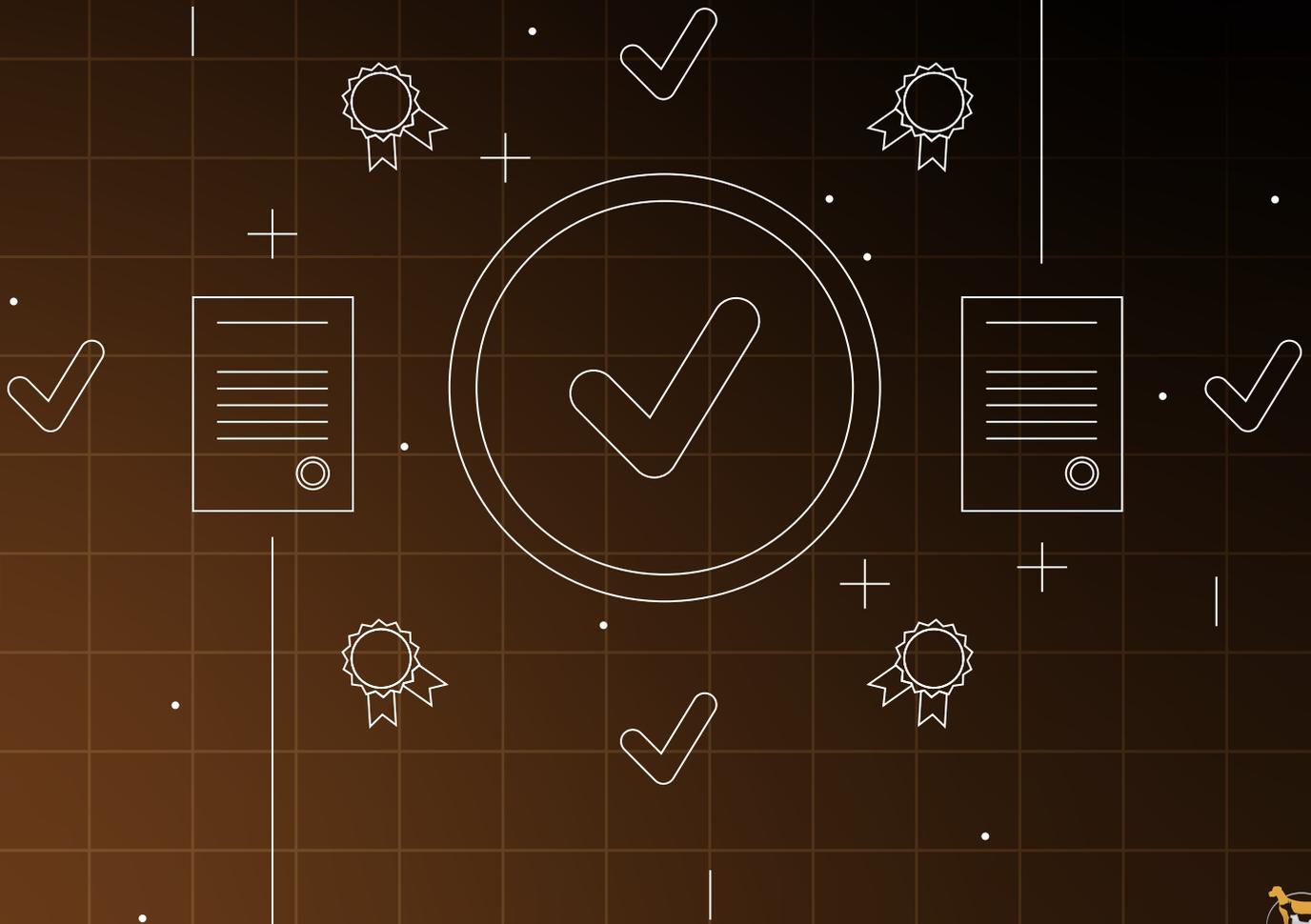


In order to become an accredited or approved centre for OCN (for example) we would need to conform to certain assessment requirements and either

- a) Deliver the existing level 6 in behaviour or
- b) Take part in a bespoke accreditation process

This is a costly process and doesn't look to review the content accuracy or appropriateness of the information so much as to review the learning outcomes and check it fits with their existing qualification.

In either case we would then have to take on assessors who would all need to be qualified to at least level 6 to mark the formal assessments. These assessment decisions would then need to be monitored by employed Internal Quality Assurers (IQAs) and the whole process would in turn need to be monitored by External Verifiers (EVs) from the awarding organisation, twice a year.



Accreditation and Certification

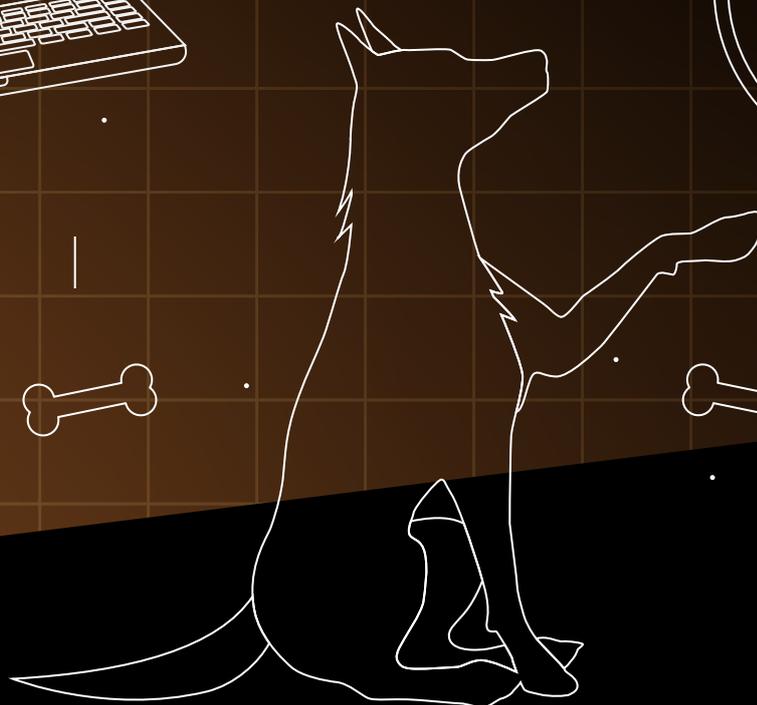
OUR PROBLEM WITH GOING DOWN THIS ROUTE WAS...

1 It was cost prohibitive and would mean we would likely have to double the price of the course, or halve the contents – when we are committed to making high quality education accessible to everyone, this is a big problem.

2 It wasn't improving the course content. We thought that this process would include experts checking the content and ensuring that what our students were learning was correct and enough for them to practice as behaviourists. This type of process does little to assess the content but rather checks procedural adherence.

3 It would mean we would have to change our style of assessment. Again, we really want to remain accessible for those who aren't inclined to a lecture hall style of learning, and those who find it tricky to write 5000 words about any subject. We wanted our assessment to be time well spent and to improve your ability to do the job you love.

4 Finally, It would restrict who could do our course and limit entry to those that have an OFQUAL regulated level 5 - again, for us accessibility of education suffers.

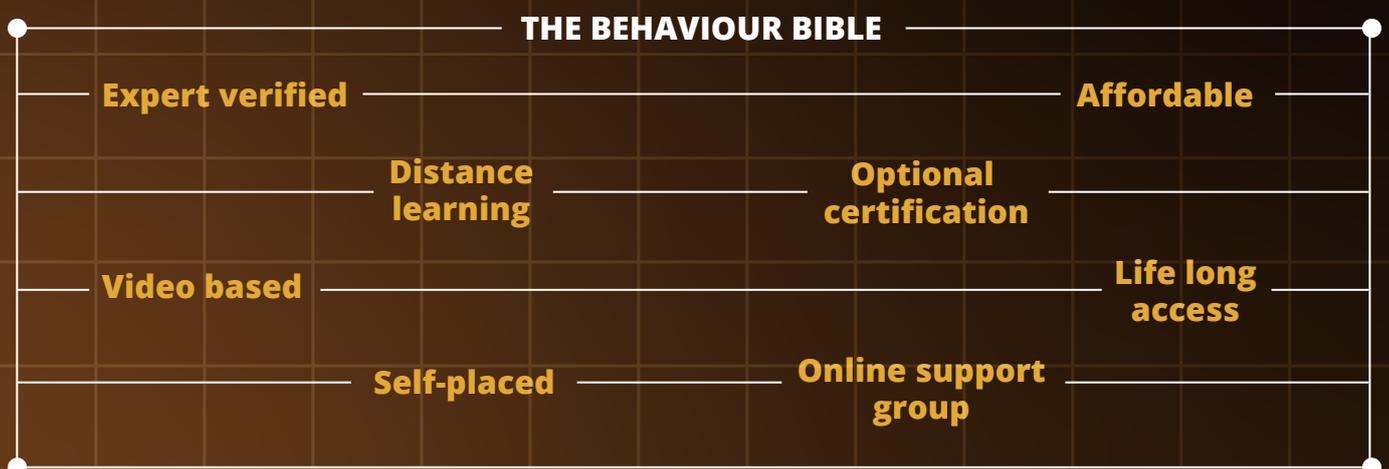


Our solution to Accreditation and Certification

- 1 Keep the costs as low as we can in order to create the most detailed course that was not only inexpensive but also offers 'earn while you learn' options meaning students can dip in and out as they see fit and as they can afford.
- 2 Find world experts in the niche topics and subjects and get them to externally check and verify everything we are teaching you, making sure nothing important is missed.
- 3 Ensure we hit EVERY SINGLE MARK in the OFQUAL regulated level 6 criteria and deliver this with an increased level of detail. In addition we have expanded the education framework beyond the 9 mandatory groups to 18 full verses covering the practical elements in as much detail as the theory.
- 4 Present the information using everything we know about maintaining learner engagement, aiding information uptake and making education fun.

Where other providers are emailing out PDF documents or giving you pages of text to churn through, our video content will keep you coming back for more whilst providing a crystal clear education, ensuring your needs are met.
- 5 Lastly, we've opted to move away from the standard educational model, making assessment optional. For those that do choose to partake in the assessment to become a CSB, you will take part in an industry appropriate assessment, testing more than their ability to memorise theories or write 5000 words.

Our assessments involve making videos, handouts for your clients, partaking in debates, working through cases, discussing pros and cons. Ultimately, making sure you can walk the walk as well as talk the talk in the real world.



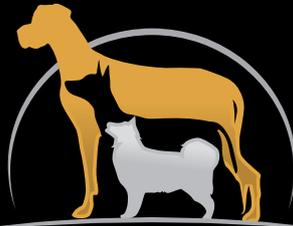
"Level 6 equivalent plus more"

Along with having ensured sufficient guided learning hours and above-and-beyond expected support and assessments take place within our course, we have checked our content and weighting to make sure that our course goes above what the expected topics are. We also had multiple niche experts validate the content for each verse. See below an example of the combination model for an OCN West Midlands Level 6 Diploma and then continue reading for an overview of content covered in the complete Behaviour Bible.

RULES OF COMBERNATION AND LEVEL FOR THIS QUALIFICATIONS

To achieve the Open College Network West Midlands Level 6 Diploma in Applied Canine Behaviour Management . Learners must achieve 49 credits from the Mandatory Units. There are no optional units for the qualification.

Title	Level	Credit	GLH	TQT	Unit code	Unit reference number	Covered in:
Canine Cognition and Consciousness	6	5	40	50	SP3/6/NQ/001	K/617/7722	✓ Chapter 1, Verse 6
Canine Development	6	2	15	20	SP3/6/NQ/002	M/617/7724	✓ Chapter 1, Verse 1, 2 and 5
Canine Health and Behaviour Patterns	6	8	70	80	SP3/6/NQ/003	T/617/7724	✓ Chapter 1, Verse 5, Chapter 2, Verse 4,
Consulting and Canine Behaviour Management	6	7	60	70	SP3/6/NQ/004	A/617/7725	✓ Chapter 2 and 3
Human Canine Bond	6	4	35	40	GC9/6/NQ/001	F/617/7726	✓ Chapter 1, Verse 7
Nature Versus Nurture	6	4	30	40	SP3/6/NQ/005	J/617/7727	✓ Chapter 1 Verse 1 and 2
Practical Canine Behaviour Training	6	6	28	60	SP3/6/NQ/006	L/617/7728	✓ Chapter 1 Verse 6
Research Methods in Canine Behaviour Management	6	8	60	80	SP3/6/NQ/007	R/617/7729	✓ Chapter 2, Verse 6
The Language of Dogs	6	5	40	50	SP3/6/NQ/008	J/617/7730	✓ Chapter 1, Verse 6



THE SCHOOL OF
CANINE SCIENCE
EVOLVE. INSPIRE. THRIVE.



THE BEHAVIOUR BIBLE