



The Name Game

The name game is our ‘go – to’ way to get our dogs attention each and every time we need it; guaranteed!

The name game aims to create a supersonic highway in our dogs brains so that when they hear their name, they immediately snap their head up and turn to look at you, no questions asked.

The secret of success for this is repetition, repetition, repetition.

To play:

1. Grab 10 treats, then go and find your dog.
2. When they're already looking at you, say your dog's name then give them a treat. Make sure you get that treat inside your dog within 2 seconds of saying their name

They don't need to do anything, we're using classical conditioning so they just need to hear their name and get a treat immediately after hearing it.

3. Repeat, repeat, repeat! Until your treats have dissappeared.

Play this 10 times a day; perhaps attach it in your head to an activity you do regularly like making a brew and leave a pot of treats by the kettle as a reminder.

To make it harder:

1. After a few days let your dog get ‘mildly’ distracted by looking away from you. Say their name and give them a treat!
2. As they get better at a fast head turn, try it in different places:
 - When your dog is at the other side of the room
 - Outside in the garden
 - Outside on a walk
3. Each time you make it harder, remember;
 - a. If they twisted their head to you, **CELEBRATE!** They got it, pay the dog!
 - If they didn't, that's ok... Still get that treat to them as soon as possible and lower the distraction level for the next few tries.

Science tells us that in order to change something from a choice to a reflex, we need to pair it with our reward 2 to 3 thousand times!

So; practice 10 times a day with 10 treats each time and you'll have this down within a month! Hurrah!