



Marking the Moment: “Yes”

What is the behavior?

Letting the dog know this is the exact behavior the handler wants then treating the dog for it. Dogs live in the moment (imagine a picture or snapshot) and marking it helps them understand which behaviors you are actually encouraging. Some handlers use “yes”, “okay”, “good job”, etc. The important thing is to be consistent.

What is the purpose of this behavior?

- Using the marker word “Yes” helps to say, ‘This, this right here is what I want’
- Useful for every aspect of training: Name recognition, sit, down, leave it, place, etc.

How to train this behavior: (using name recognition as a behavior)

1. Say the dog’s name once.
2. When the dog twitches an ear, moves its head towards you, or recognizes a sound was made, mark the moment with a “yes”. This says that the dog recognizing its own name and giving their attention is the behavior you want.
3. Once you mark the moment, give them a treat. It is important to mark the moment because then the behavior (in this case giving attention to their name being called) is associated with positive reinforcement.