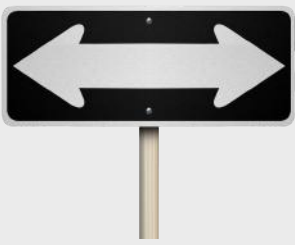


# Why are Behavior Guarantees

## UNETHICAL?



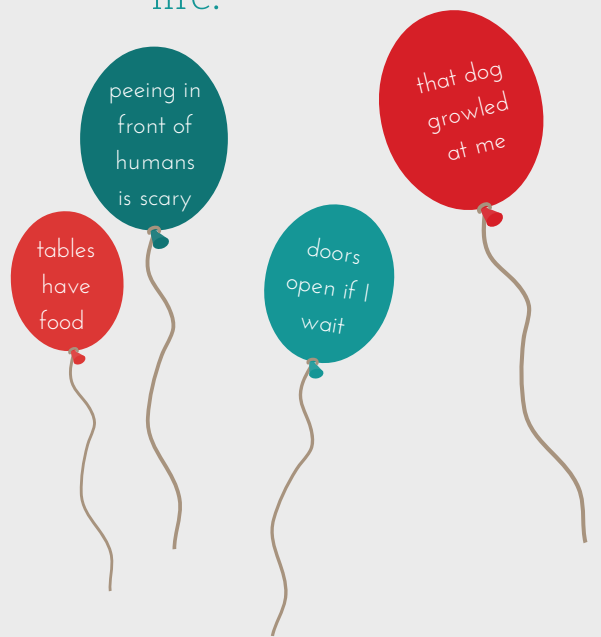
**1** Behavior is **not** caused by a simple choice, a moment of decision we can alter just by **telling** the dog what to decide **next time**.



The roots of behavior are in a dog's **genetic code**, and are then altered by the influence of the **environment** on **genetic expression** throughout the dog's **life**.

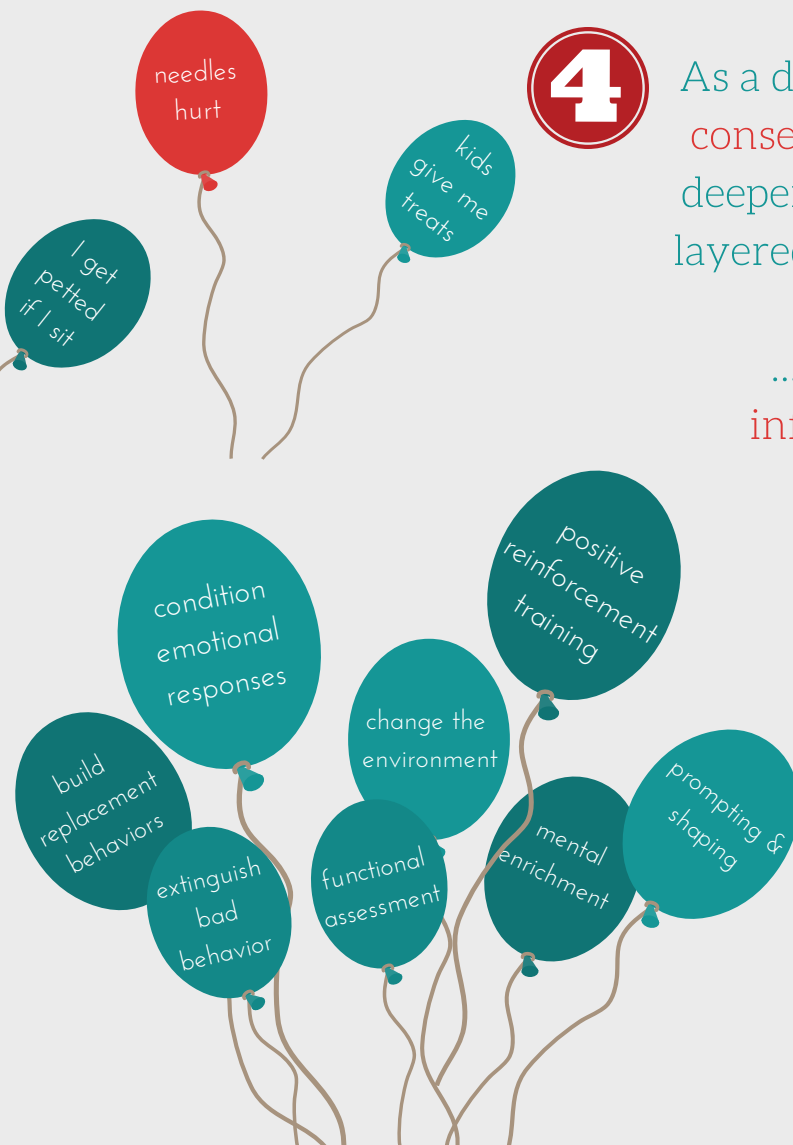


**3** In a puppy's **critical period** of **socialization** of 3-16 weeks old he learns what "normal" is, and his future behavior can be altered by **scary first experiences** as well as by **extensive positive socialization** to the world.



**4** As a dog interacts with the world, **consequence-based learning** and deeper **emotional associations** are layered on top of this foundation...

...some of these we can **influence**, some we can't.



**5** Behavior consultants can offer **science-based behavior modification plans** and **techniques**.



**6** But we **can't control** factors that are out of our hands. So, we can **never be certain** that a behavior will change.

**A GUARANTEE INDICATES THAT THE PERSON OFFERING IT IS EITHER TRYING TO DECEIVE YOU, OR THEY DON'T UNDERSTAND BEHAVIORAL SCIENCE.**

**BEWARE THE GUARANTEE!**