



**DOGMA
ACADEMY**

STUDENT HANDBOOK

Student Handbook

This handbook shares some of our history and what you agree to when you sign on to start your journey as a professional dog trainer with Dogma Academy.

Our team is here to help you at any point throughout your learning, so do not hesitate to reach out.

You can reach us via email at:
apprenticeship@dogmatraining.com
or via phone at:

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515- 70 Avenue SW
T2V 0P5
(403)452-5400

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Welcome!

Dogma is thrilled to be offering our Dog Training Apprenticeship Programs, certificate programs and continuing education to trainers online. We are glad to have you as part of the group! Our apprenticeship programs are intensive courses designed for those individuals who are serious about a career in dog training. The first program of its kind in Canada, no where will you find another that offers you this high level of hands-on and theoretical knowledge in the world of modern dog training.

A successful dog trainer needs to be up-to-date on current training methods, have a thorough understanding of dog behaviour, many hours of hands on experience and have great people skills. The Dogma Dog Training Apprenticeship Programs provide all of this and more. Upon successful completion of the program, you will obtain the Dogma Dog Trainer (DDT) certificate and/or the Dogma Certified Behaviour Consultant (DCBC) certificate based on your choice.

We have worked to develop a program that will provide you with all the tools to become a highly skilled dog trainer. Working at your own pace and schedule, you will learn about dog body language and behaviour, training dogs and humans, behaviour modification, classroom management and much more. Our goal is to provide a positive, flexible and effective program that will produce qualified and confident trainers.

Dogma is excited to welcome you to the program and we look forward to assisting you with your growth as a dog trainer.

Cheers to an exciting journey ahead!



Founder & President, CPDT-KSA, CBCC-KA



**Guinness, Dogma's Canine Co-Founder
2002-2016**

About Dogma Training

Our story begins in 2002 when our Founder, Megan Stanley, adopted her first dog, Guinniss. She quickly learned that the sweet and affectionate boy at home became a scary and reactive dog out in the real world. Guinniss was terrified of our urban environment and demonstrated his fear through over-the-top reactions. Megan knew that through patience and the right approach with training, that she could teach Guinniss that the world was safe and help him integrate successfully in our busy human environment.

Guinniss was Megan's best teacher and is credited as being Dogma's Canine Co-Founder. Through the work with Guinniss, Megan learned that there were limited options for dogs with reactivity and fear concerns. The options available utilized punishment, which Megan knew put Guinniss at risk to worsen his behaviour and he could become a dangerous dog due to the behavioural fallout from these harsh methods. As well, facilities were operated by well-intentioned dog owners who put far too many dogs in groups with only one or two supervisors with no experience or education on canine behaviour. She knew that she needed to create an organization to set the standard for care and training and advocate for improving the lives of dogs and the people who love them.

Megan quickly began attending seminars, apprenticed through The Calgary Humane Society and earned her Certified Pet Dog Trainer (CPDT-KA) designation. She was then the first of only four in Canada to obtain her Certified Behaviour Consultant Canine (CBCC-KA) designation. She has become a leader in the industry and was a founding member of pause4change Animal Rescue Foundation, is the President of The Guinniss Foundation and was the first Canadian to sit as Chair for the Association of Professional Dog Trainers in 2018. She currently serves a Director on the Boards for The Canadian Association of Professional Dog Trainers and Community Therapy Dogs.

Dogma opened its doors in 2008 and quickly became the place to visit for all your dog education, day school and training needs. At Dogma, we know that real dog training is about relationship building. It's about communicating with your four-legged companion, building a relationship based on mutual respect and learning together. It's positive, it's peaceful and, yes, it's productive.

We are the only facility to offer a variety of education programs ran entirely by reward-based certified dog trainers. As part of the Dogma difference, Dogma was the first to have only certified trainers conduct training, segregate play groups based on size and play style, mandate an assessment before dogs were allowed to attend day school, maintain strict capacity numbers, ensure a low staff-dog ratio, provide rubber-flooring and solid, high walls to ensure the dogs' safety.

We maintain the highest standards of excellence through staff training, 100% supervision, the lowest staff-dog ratio, facility design, equipment used, and we make every decision to ensure the emotional, physical and behavioural well-being of each dog in our care. We continue to innovate dog training to ensure training is easy and accessible. We have training to fit every budget and schedule and work with any breed or behaviour.

Community and giving back are important to Dogma. We provide free education and training to many rescue groups around Calgary, conduct regular fundraising initiatives and do our part to help elevate the industry and its future leaders.

Student Agreement

By enrolling in a Dogma Dog Trainer Apprenticeship program, I understand and agree that:

- Any form of client, Dogma team or dog abuse will serve as grounds for dismissal with no refund of program fees.
- Inappropriate, disruptive, profane, or argumentative behaviour of any kind will not be tolerated towards Dogma staff or your fellow students. Violation of this policy may result in dismissal from the program.
- Dogma will dismiss any student found under the influence of or in possession of drugs or alcoholic substances while working.
- Appropriate dress while representing Dogma is required. This includes looking clean and professional, not wearing ripped or soiled clothing, and wearing close-toed shoes.
- No physical or verbal fighting is allowed.
- The student shall provide any services to the best of the student's ability to use positive motivational training methods and represent Dogma in a professional manner. The student shall adhere to Dogma's philosophy and training methods.
- The student must obtain the minimum hours outlined in the below schedule within 12 months (DDT) or 24 months (DCBC). Attendance in each workshop session is mandatory. If a student must miss a session, they are required to make up this class and required testing before final testing. This is completed only as the schedule permits.
- A minimum grade of 70% is required for graduation.
- The student will obtain their CPDT-KA or CDBC designation within 2 years of graduation.
- All program materials including, but not limited to written materials, cd's and dvd's may not be copied or duplicated without the express written consent of Dogma. This contract does not give or imply said consent. The student further agrees that under no circumstances will she/he sell any portion of the Dogma curriculum either during or after the program.
- By accepting our terms & conditions, you agree that this contractual agreement must always be followed. Any violation of this contract will serve as grounds for dismissal from the Program and may even lead to necessary legal action.
- The student may acquire information about certain matters which are confidential to the company, which information is the exclusive property of the, including company but not limited to the following:
 - Key policies of Dogma Training & Pet Services Inc.;
 - Financial information;
 - Business plans, forecasts, and marketing strategies; and
 - Discoveries, inventions, research and development, formulas and technology
- The students will not exchange any personal information, or socialize with, existing or perspective clients, of the company in person, over the phone, email, or via social media.
- The student agrees to the payment plan selected on their registration form and understands that all fees are non-refundable.
- This is an exciting time, enjoy it and have fun!

Code of Conduct

The Dogma of a Dogma Dog Trainer/Certified Behaviour Consultant (DDT/DCBC)

Dogma Dog Trainers and Certified Behaviour Consultants (DDT/DCBCs) will be responsible to conduct their services to the highest level of professionalism and in an ethical manner. The below outlines enforceable standards and requirements which DDT/DCBC's must agree to abide in order to retain their designation. A DDT/DCBC agrees to represent themselves by following and conducting business in accordance with the below guidelines:

Position Statement:

Dogma Dog Trainers and Certified Behaviour Consultants (DDT/DCBCs) believe that dog-friendly, reward-based training methods are the most efficient and effective. It is our philosophy to educate and improve the human-dog relationship based on mutual respect, and to do so with the least intrusive methods. We do not support any use of force, intimidation, or physical manipulation in training, as we see these methods as unethical, inefficient, and ineffective. They risk harming and deteriorating the human-dog bond. Our training is taught with [LIMA](#) compliant methods and focuses on showing the dog how to be successful. We are committed to using only modern science-based methods.

DDT/DCBC's Believe in:

- fostering and enhancing the human-canine bond
- developing a solid, positive relationship with your dog
- rehabilitating behavioral issues through education, awareness and reward
- preventing surrenders and improving canine reputations through education, positive training and socialization
- providing comprehensive dog owner education, training and support to enhance their relationship with their dog while helping create well-manned canine citizens
- supporting local animal rescue groups through fundraising efforts, sharing of knowledge and donations

Responsibilities:

- A DDT/DCBC is responsible to their canine clients by working only through the most humane methods. All training is to be conducted based on mutual respect and should not cause physical or emotional distress toward the dog. All training and behavior modification methods must be based on accurate and current scientific research.
- A DDT/DCBC is responsible to their human clients by providing the highest level of service in the most ethical way possible. All services shall be rendered without discrimination. Clients shall be shown respect and the trainer should understand that they are not dog trainers. All services shall be delivered through integrity and honesty.
- A DDT/DCBC is responsible to colleagues, including competition, through conducting honest and professional business practices. Public defamation of other trainers will not be tolerated. Even for those that utilize different training methods, a DDT/DCBC's primary role is to focus on leading by example and educating others on the most efficient and humane methods possible.
- A DDT/DCBC shall be dedicated to continuing education through attending conferences, seminars and workshops. They will stay up to date on the latest methods by reading books, researching online, and holding professional memberships such as the APDT.
- If conducting private training, group classes, or running a dog training business, a DDT/DCBC will obtain their CPDT-KA designation within two years of obtaining their DDT designation.

- A DDT/DCBC will take part in Dogma's referral network and conduct themselves in a professional manner. This will include a listing on the Dogma academy website at www.dogmaacademy.com and the online community.

A DDT/DCBC will have their designation revoked for any, but not limited to, the following:

- Is found guilty of animal cruelty
- Uses any of the following tools in their training: choke chain, choke collar, prong collar, freedom collar, illusion collar, shock collar, vibration collar or a pinch collar
- Uses any of the following training techniques in their training: dominance-based, physical force, fear, intimidation, alpha rolls, or anything that has been proven to cause harm to the dog physically or mentally

As a dog trainer, it is our responsibility to ensure the overall well-being of the dogs in our care. We understand that their owners do not share our same level of knowledge/experience with dogs and are seeking our expertise. A DDT/DCBC will conduct ourselves professionally and be empathetic towards our clients' needs and limitations. We will support fellow dog trainers and encourage learning and growth. We will represent our profession proudly and with integrity. We are lucky to be able to do what we do and are grateful to be trusted to train the dogs in our care.

Do what you love and you'll never work a day in your life



Volunteer Waiver

As a volunteer at Dogma Training & Pet Services Inc. (Dogma) I will,

- Ensure that all Dogma canine and human clients are treated with respect and care.
- Conduct myself in a proper, professional manner and dress appropriate for dealing with clients.
- Assist with organization, set up and clean up for each session as directed by the instructor.
- Wear appropriate training attire (closed toed shoes, pants, clean/professional clothing).
- Remain quiet and do not interrupt the instructor while they are teaching.
- Direct all questions asked by the clients to the instructor, unless otherwise notified.
- Arrive at least 15 minutes before the session start to assist with set up and to ensure I do not interrupt by coming in late (please note that you may not be able to attend if you are late).
- Help to maintain a clean and healthy environment as per instructions provided to me.
- Keep all business pertaining to Dogma including client information, confidential.
- Abide by all of Dogma's core values.

By agreeing to the Terms & Conditions, I hereby volunteer with Dogma. As a volunteer, I may participate in all activities related to the daily operations of the behaviour centre; I further acknowledge that participation in these activities involve a risk of physical and/or mental injury to any individual undertaking such activities.

I understand that my services are being offered on a volunteer basis without anticipation of financial remuneration, either now or at any future date. I indemnify and hold harmless Dogma, Megan Stanley, sponsors, trainers, instructors, guests, event personnel, employees other volunteers or agents against all claims, demands, loss or injury to my person or property, incurring through negligence, or other acts or omissions during my participation in volunteer services.

I hereby expressly assume the risk and I acknowledge that I have carefully read and fully understand this agreement and its contents. I am aware and agree that this is a release of liability and a contract between the above and myself mentioned, and I agree of my own free will and competently.

Privacy Policy

The student's personal information collected by Dogma Academy will only be used for the purpose for which it was originally collected or for a use consistent with this purpose, unless the student consents otherwise.



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