

Requirements for the Control Unleashed® Instructor Certification Program

About Certification

Certification of Control Unleashed® instructors provides dog owners with a trusted source of referrals to dog trainers using Leslie McDevitt's Control Unleashed program to help "dogs with issues" learn how to relax, focus, and work off-leash reliably in either stimulating or stressful situations. Certification lets people know you have worked with Leslie and the Control Unleashed mentors to ensure you have the most accurate and up-to-date information on how, when, and why to teach Control Unleashed methods.

Certified Control Unleashed Instructors (CCUIs) instruct and implement meaningful behavior change through Control Unleashed methods. Rather than being bound to a world where people think of dog training as nothing more than cue-and-response, Control Unleashed boldly takes us deep into the realm of conversational training, where both handler and dog can cue each other to perform behaviors and give feedback. It is the dog who takes the driver's seat and directs his counterconditioning process. Letting the dog make choices and actively participate provides the dog with control over their learning, establishes trust, and fosters a spirit of communication. It also makes humans more humane.

Certified Control Unleashed Instructors learn to become experts at being flexible and adjusting in the moment to meet the changing needs of individual learners: human, canine, and other animals, too!

Benefits of CU Instructor Certification

Leslie considers the Control Unleashed Instructor Certification Program (CUICP) to be a mentorship as well as a certification. Not only are there mentors available in the classroom to help you and review your submissions, but there is also an entire community available on Facebook to provide extra support for your work with clients and emotional support. Leslie says of the CU Instructors Rock Facebook group, "The CUICP is a real community where we support and inspire each other, and occasionally get silly." Once certified, you will remain in the community and keep up to date with Leslie and other instructors.

When you have passed certification, you will be awarded the title CCUI (Certified Control Unleashed Instructor). Once you have this title, it is yours—you are certified forever. There is no re-certification or CEUs required, but Leslie does expect you to stay in the CU community and keep up to date on new stuff. That includes attending (and possibly participating in) future Conference Unleashed or CU educational events and being involved in the Facebook groups. Any time Leslie thinks of a new thing, she brainstorms out loud in the CU Instructors Rock group, asks for your feedback, and lets you name new games. How do you think she got the name for "LATTE?"

You are part of the CU community (if you like Dungeons and Dragons, our alignment is clearly Chaotic Good)! It's not just get your certification and go; you are chosen fam now, and we are so thrilled to have you with us.

Other benefits include:

- International recognition as a Control Unleashed expert
- Use of the CCUI title and logo on your website and advertising materials
- Client referrals from Leslie and other CCUIs
- Your business name on the CCUI map
- Business link on controlunleashed.com website, which is currently under development and will be launched in 2023
- Access to the CCUI Facebook group
- On-going support for your work with clients through the CU Instructors Rock Facebook group
- Updates on cool new stuff from Leslie. Any time Leslie thinks of a new thing, she brainstorms out loud in the CU Instructors Rock group, asks for feedback, and lets people name new games.

CEUs

If you are a certified trainer with the Certification Council for Professional Dog Trainers or International Association of Animal Behavior Consultants, you can earn CEUs for completing this certification program:

- CCPDT offers 30 CEUs for trainers (0 CEUs for behavior consultants)
- IAABC offers 25 CEUs for the program

Pre-Requisites for Application to Program

Before starting the certification process, you need to do the following:

- Read either the first and third CU books OR the second and third books.

The material in the original book, Control Unleashed®: Creating a Focused and Confident Dog, and Book 2, Control Unleashed®: The Puppy Program is similar. If you are focused on adult dogs with behavioral issues and don't work with puppies, then reading the first and third book is fine. If your work is more focused on puppies, reading the second and third book is fine. Perfect world, you read all three books! In either case, you MUST read the third and most recent book, Control Unleashed®: Reactive to Relaxed.

- Watch the 2020 Conference Unleashed recordings. This was our first CU conference and we covered a lot of ground, so it's a great place to start.

Recommended materials, but not required:

- Control Unleashed®: A Foundation Seminar 4-DVD Set from Clean Run
- Control Unleashed®: Game Demonstrations 3-DVD Set from Clean Run
- Pattern Games streaming video from Tawzer Dog (<https://www.tawzerdog.com/>)
- 2021 Conference Unleashed recordings from Clean Run

The DVDs from Clean Run are older but still very relevant.

The Control Unleashed books and DVDs can be found in the Clean Run store: https://www.cleanrun.com/category/dog_training_supplies_and_behavior/dog_training_books_and_dvds/index.cfm. There is a discount for buying the three-book set: https://www.cleanrun.com/product/control_unleashed_3_book_set/index.cfm

The conference videos as well as other CU videos can be found in the Clean Run Learning Center: https://www.cleanrun.com/category/learning_center/control_unleashed/index.cfm

NOTE! There is a 40% discount available for the conference recording sets if you use the promo code CCUI40 at checkout.

Where You Should Be in Your Professional Training Journey Before This Certification

- Professional trainer: group class experience preferred, but if you only do private training, include that information in your application because your mentor may need to help modify things for you.
- Have attained or are actively working toward another professional certification such as the following:

CCPDT

IAABC

KPA-CTP (Karen Pryor)

CTC (Jean Donaldson)

Pat Miller's

Note: If you do not have another certification or haven't started working on one, it's not necessarily a dealbreaker. Leslie makes decisions on a case-by-case basis and will want to talk to you further about your experience, private mentorships you've had, etc.

Program Fees

Registration Fee

The current fee is \$2,000 US.

If you prefer to make installment payments and have a PayPal account, you can apply for their Buy Now, Pay Over Time program: <https://www.paypal.com/us/webapps/mpp/paypal-credit>.

If you are not able to use PayPal, contact monica@cleanrun.com to setup an alternative payment program.

Scholarships for BIPOC Instructors-in-Training

Hardship scholarships are not currently available. There are scholarships available for Black, Indigenous, and People of Color as well as for people working in sheltering, rescue, and service dog training.

BIPOC Instructors-in-Training

Leslie offers a scholarship of 50% of the enrollment fee to qualified members of the BIPOC training community. You must be a BIPOC trainer that is part of a minority group within your country of residence.

If you are eligible to apply for a BIPOC scholarship, please indicate that on your application form.

Workers in Sheltering, Rescue and Service Dog Training

Leslie offers a partial scholarship for people who work part-time or full-time in these important areas. Part-time workers are eligible for an \$800 scholarship and full-time workers are eligible for a \$1200 scholarship. If you are eligible to apply for one of these scholarships, there is a spot on the application form to indicate how many hours per week you work and your job position.

What You Will Be Doing to Get Certified

What to Expect

The CUICP is taught by Leslie McDevitt along with a number of highly experienced CCUIs who function as mentors and coaches for the instructors-in-training. A mentor will be assigned to you when you start the program*. Through this coaching and mentorship, you will learn how to teach CU methods to your clients and to improve your observational skills so you can assess a dog's behavior and adjust the training for the individual.

*Note: Leslie does allow "guest mentors" if there is a qualified individual you want to work with. Please include this information on your application form.

You must submit videos of various CU exercises for your mentor and Leslie to review. You will submit videos in the CUICP classroom in the Unleashed University corner of the Clean Run Online Learning Center. Clean Run will email you a link to that classroom after you have paid for registration on the Clean Run website.

In the classroom, you will watch recorded demonstrations of the correct methods for teaching dogs and their handlers the foundation exercises of the Control Unleashed program as well as the essential training games (see the list at the end of this document).

For each required exercise, you will need to submit a video recording of yourself working with clients to teach them the exercise. The classroom includes a description of what we need to see from your video in terms of mechanics and timing.

The lessons do not provide in-depth details on how to do each exercise in the CCUI program because Leslie expects you to be familiar with the techniques from the books and videos before you start posting your video submissions for certification.

Videos will be reviewed by your mentor and you will be provided with feedback on each video. Program creator Leslie McDevitt will also coach and give feedback.

When reviewing videos Leslie and the mentors will be looking at how you coach the people as well as how you work with the dogs. When coaching people, Leslie encourages the use of "tag points," which she has included in the exercise descriptions. The tag point is the specific learning goal that you will mark with a tag that highlights success for the learner. TAG stands for Teaching with Acoustical Guidance and you can learn about it on the TAGteach website. TAGteach is clicker training for humans and tag points are simple three- or four-word

instructions that help your clients focus on what they need to be doing. There is a free online TAGteach fundamentals course available on their website.

Your Videos

You must be comfortable with posting videos of yourself training dogs and working with human clients who have given you permission to film them. Many of the instructors-in-training are doing Zoom or similar coaching sessions with their clients; submitting recordings from these sessions is fine.

To quote Leslie, “Do not be scared of posting videos of yourself or getting feedback. It’s going to be OK! Promise.” Either Leslie or one of our mentors will give you feedback on each video in the CUICP classroom.

You may use your own dog(s) for some of the videos. If you are using your own dog, you will need to give verbal instructions as if you are making a demo video where you talk a client through the exercise. (Many people use the resulting video as an example for their clients as well as for a CCUI submission.)

We also need to see videos of you working with a client (in-person or virtually) or teaching students in a group class. Do **not** do more than 40% of your submission videos with your own dog(s).

Since pretty much everything submitted by instructors-in-training is relevant to the whole CCUI community, Leslie expects you to keep up to date with other video submissions and follow along with the progress of others.

Leslie may ask to include your videos in her webinars or even support and promote you if you want to make your own webinars or seminars. Leslie loves when CCUIs present at conferences and is always happy to introduce people. So far, CCUIs have presented at Clicker Expo, PPG Summit, the Lemonade Conference, and others. Go us!

Deadline for Completion

Once you have paid the registration fee for the program, you have one year to submit all your videos for review. If you haven’t completed the work by the end of a year, you may apply for an extension (\$60 for three additional months) by contacting learning@cleanrun.com. Some people take the full year; others take a few weeks. It’s up to you.

Statement from Control Unleashed Instructor Certification Program on Black Lives Matter

Note: This statement is copied—and slightly added to—from the BLM statement from Karen Pryor Clicker Training on the KPCT website at <https://www.clickertraining.com/black-lives-matter>

The CUICP stands with the protestors against the violence Black, Indigenous, and People of Color face too often. Change is needed. As science-backed, evidence-based positive reinforcement trainers, we know that behavior is never static; if we stay silent, we, in effect, reinforce past behavior. By speaking out and protesting, we can alter environmental conditions and lay the groundwork for meaningful change. We also recognize the need to identify and

explore ways to take a stand and contribute to change in our industry. Black, Indigenous, and People of Color are underrepresented in the dog trainer and behavior specialist professions and related occupations. We are committed to the conversations and dialogs, education, and steps that lead to greater understanding and can make the profession more inclusive.

We welcome your opinions, thoughts, and ideas. You can comment on our social channels.

If you are interested in anti-racist resources, here are some you may find helpful:

- Anti-racism, Diversity & Inclusion Resources:
<https://www.umass.edu/diversity/antiracism-resources>
- Anti-Racism Resources for White People: bit.ly/ANTIRACISMRESOURCES

Exercises Required for Certification

To complete a CCUI certification, you will need to submit videos for review that show you teaching specific CU games/exercises. A list of the required exercises is included below. We recommend starting with the foundation exercises and then working on the pattern games.

Foundations

Take a Breath (TAB) —part of Dr. Karen Overall’s “Protocol for Relaxation”

Default behavior

Incorporating default behavior and TAB into an Off-switch game

Reorienting at crates

Reorienting at doorways

Give Me a Break game (GMAB)

Chair Version

Handler Moving Version

Whiplash Turn

Mat Work steps (step one through four)

Down for the Count

Look at That or LAT

Chin rest with duration

Patterns

1-2-3 Walking Pattern

Voluntary 1-2-3 Walking Pattern

Up & Down Pattern

Two Steps Treat Pattern

Superbowls

Chair Game

Ping-Pong Pattern

Parallel Games

Requested Approach Training (RAT)

Voluntary Sharing (VS)

LATTE or Decaf