

## Consequences and Rewards

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I will ask a question about Safety belts, how many of you get into your vehicle and buckle up? Or put your child into a child seat before running an errand to town. That action, although not an obvious one has been a trained response by society. The fear of injuries, or financial punishment if caught by an officer of the law, has developed a response of buckling up.

The *consequences* are legal, fiscal, or the *fear* of injuries or worse. The *rewards* are your health, wellbeing and lower costs, such as insurance premiums. Both are part of the same equation, the installation of a trained response.

Although we don't think of putting on our seatbelt as a trained response, the fact is, that's what it is. We don't think about the action, we simply subconsciously do it. If something distracts us, the auto-dinger will remind us to buckle up. It has been a societal effort of training.

So I still hear from time to time about how you can't use *fear* for instilling a response or a reaction to a *predators pressures*.

Just as society trained you to buckle-up. When did someone come to you with strong arm tactics and you simply buckled up out of *fear*? I would say that the *consequences* of not buckling up did more to influence your response of clicking more than any abuse.

That same training method of *consequences and rewards* are the same as the training technique of *pressure and release*. Or as the quote "*Make the wrong things hard and the right things easy.*" —Ray Hunt.

Training in the animal kingdom is about your actions, which have a response. Whether it's teaching a dog to sit, or cows with the *standing solution*. Neither require abuse. You as the trainer are asking for a response, when it is achieved, you release, instilling a response to similar future encounters.

By simulating an encounter, you then have the ability to promote a successful response. An instilled reaction to a pressure from outside pressures such as a predator's presence. By presenting pressure and then releasing when the defensive posture is achieved, you interrupt the predator prey relation. Training a response to pressure you intercept the predator's intention of engaging the reactions of *fear* with *fight or flight* and offer the stock a safe, less stressful, option of the *Standing Solution* and the *Defensive Posture of the Herd Group*.

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