

# THE PCM Hack

## WHEN to use it

*Identifying the PCM (the Primary Contextual Motivation)  
is a practice you want to bring to life with your dog 24/7, 365!*



## HOW to use it

? Whenever you are with your dog and find that you need to influence his behavior in some way, first ask yourself if you **NEED** to change your dog's behavior or just **WANT** to.

*Is he sleeping and you feel like doing some training? Maybe it can wait. Is he enjoying watching the squirrels in the yard? Maybe he doesn't need to get his harness on just yet. Is he desperate to go potty outside? Maybe he can finish dinner later. In other words, always check your ego and ask yourself if your agenda is really the priority.*

? So, once you're clear that you **DO**, in fact, need to step in and influence your dog's behavior, you should have a clear sense of what his current PCM is. That's your hint on where to focus your interventions.

*If he is feeling unsafe, then you will need to address*

## HOW it works

When we oversimplify our dog's motivations into a list of "reinforcers" (treats, toys, petting) we can use to motivate ("train") them to do what we want, we're really missing the chance to connect with their true experience and reach them effectively with our advice. Just like us, dogs (**G**) experience life as constantly changing conditions (**E/S**) which shift their PCM moment by moment (*and thus what will "work" to change their behavior (L) at that time*).

*and meet that PCM need FIRST before asking for any cooperation. If he is just generally interested in something else at the moment, you will increase his access to his PCM in exchange for his cooperation with your requests, and prohibit/decrease that access until he is receptive.*

In this way, your requests become good advice, telling him what "works" best to reach his goals in the moment. These deposits in the relationship account really add up!

