



SARAH WHITEHEAD

INTELLIGENT. BEHAVIOUR.

Certified Clinical Animal Behaviourist
Full member of the APBC
Full member of the APBT (156)
Registered Clinical Animal Behaviourist ABTC



FULL SUPPORT **Behaviour Package**

Information

About Sarah:

Sarah Whitehead is a highly qualified and experienced animal behaviourist, specialising in dogs and cats, and their relationships with their people.

Sarah has an MSc in Animal Behaviour and is a full member of the Association of Pet Behaviour Counsellors, the Association of Pet Dog Trainers (UK) and is also one of a small number of specialists to have achieved the status of Certified Clinical Animal Behaviourist (CCAB) in the UK.

Sarah is passionate about using creative and positive methods, based on good science, to help prevent and resolve behavioural issues in dogs and cats.

She is the author of 26 books and booklets. Her latest best-seller, 'Clever Dog,' has been translated into several different languages. She is also a Master Practitioner in NLP (Neurolinguistic Programming) – a branch of human cognitive psychology.

Sarah is widely known as the 'trainer's trainer' – she has grown a successful professional network (www.swinnercircle.com) through her accredited educational programmes and Masterclasses, and her global lectures and seminars, as well as engaging with the media to help raise awareness about the emotional and behavioural needs of our pets.

Sarah lives in the beautiful Chiltern Hills in the South of England, with her three dogs, and five tortoises!



Over the page is all the information you require before embarking on a full support behaviour package with Sarah. Please read carefully, and do ask if you need any other information.

Costs:

Please note that all insurance claims must be made through your referring veterinary practice, and agreed in advance with your insurance company. I cannot enter into any discussions on your behalf with regard to insurance claims and every company has a different policy on behavioural support.

The package fee shown below is based on a discounted rate with all elements listed here included in the package price. I only see a small number of clients at any one time, so that you feel fully supported and I receive ongoing feedback on progress throughout. The full fee needs to be paid in advance of my first home visit consultation. In the event that you decide not to go ahead with any component of the package, for whatever reason, there will be no refund. Very occasionally, I may allow only one part of the package to be booked and paid for, but this will always be at the stand-alone fee.

Sometimes, whilst working together, we find that the number of sessions – or the amount of time that I need to spend liaising with your veterinary practice is exceeding the stated content in the package. If this occurs then we will need to discuss how we will proceed and whether further cost will be involved. I will always discuss and agree this with you in advance.

Your commitment to the process:

The success of all behaviour programmes, of course, depends on your investment of time and commitment. I will always endeavour to create imaginative behaviour and training programmes that fit into your life, and are enjoyable too, but I cannot create more hours in the day, (if only!) so please be realistic about the time that change may take and that changing your own behaviour and routine will be intrinsic to a successful outcome.

While I can sometimes suggest hands-on training help via one of my personally-trained instructors, it's important that everyone in the household is prepared to be consistent and committed to the training programme.

My commitment to you:

Ethics, expertise, science-based advice and professionalism.

I am a positive-reinforcement trainer, and an ethical behaviourist. I have been instrumental in changing the way dogs are trained here in the UK and overseas over a period of 30 years, moving away from punitive methods and towards positive reinforcement. I also helped John Fisher form the Association of Pet Dog Trainers back in 1993.

I believe that using aversive or punitive methods are unnecessary and show a lack of knowledge, understanding and creativity in training.

However, it's also important to state that positive does not = permissive. You are a team with your dog, and as such, life is easier if you all know the 'house rules', and stick to them.

I'm a scientist at heart (and I have an Msc to prove it). This means that my methods, ideas and techniques are supported by the most up-to-the-minute, peer-reviewed science. I'm also a real-time practitioner – meaning that I love to just 'get on with it' and achieve results as fast as possible whilst maintaining sparkling ethics. Everyone is different. Some people just want to experience the magic of behavioural change. Others want the theoretical detail.

I will happily explain any aspect to you – just ask.

Safety and support.

I love dogs (and cats!). I also love people. Part of my role is to ensure that everyone who may be in contact with your dog is as safe as they possibly can be. With 30+ years' of experience, and an award in human psychology too, I'm honest, straight-forward and will always tell you if I feel that the risks of continuing with a behavioural programme outweigh the possible benefits.

I'm also reliant on you to keep me safe. I'm extremely good at reading dogs and preventing escalation, but I'm no use to you if I'm waiting in A&E to be put back together. Please don't think that because I'm an expert you can take risks with my safety.

I'm here for you. But I also have clear boundaries. After all, my dogs (and family!) need me too. This means that I'm happy to message, but within the premise of the package outlines.

A sense of humour!

If you've got this far, you probably realise that I'm not very average. (Who is, actually?) I believe that if we can work together towards a goal, then we are unstoppable. And, if, we can add a little humour to that, then it really makes a difference to the process. So, if right now, you are feeling worried, anxious, frustrated, or just uncertain, then why not take action and see what difference it makes.

Terms and Conditions

Please see my full Behaviour Programme Terms and Conditions, with special attention to the lateness and cancellation policies, at www.sarahwhitehead.com, and/or attached as a pdf.

Thank you!

Full support behaviour package structure:

Fees shown are current at January 2025.

1. Initial Zoom call – 60 mins, to discuss the issue, and best structure of approach. (RRP: £155)

2. Home visit (90 mins) for assessment, goal setting, discussion of programme, task setting for the first three weeks, training demos and initial implementation where appropriate. (RRP: £570)

Included: Booklets + Clicker + Training treats + Training toys (where needed)

3. Clinical liaison with your veterinary practice - either by phone, email or both (maximum of 2 x 30 min contact sessions / reports included in package) (RRP: £250)

4. Access to Sarah's '21 days to a Clever Dog' online programme (RRP: £63) to be followed over a three week period and / or access to Sarah's 'Separation SOS' online plan (RRP £39).

5. Zoom call (50 mins) to monitor progress (within 21 days of initial home visit) + further actions for the next three week phase (RRP: £155)

6. Home visit (90 mins) 2/2. (Usually @ 10 week stage) For review, consolidation and to create a bullet point list of actions to follow for the following three weeks (RRP: £570) plus ongoing plan and fun training to implement

6. Zoom call (30 mins) follow up at 12 weeks (RRP: £125)

7. WhatsApp messages / texts /emails – max 2 per week. Please note that I while I reply to these as quickly as I can, it will usually be within normal working hours.

Total cost of all individual components at RRP would be: £1858.00

Total all-inclusive package fee: £1600.00

To be paid before the agreed start date. Please note all T&Cs. Payment is acceptance of these.

Learn To Talk Dog Ltd

Business Bank Account 42747815 - 23-05-80 - Your name as reference

Payment can also be made via Calendly (I send you a link) or via PayPal invoice.

Thank you.