



A Better Way to Communicate

Let's be honest, we all have body language we use to tell a horse when it's doing something we don't like.

What we've been missing is a direct way to tell your horse when they're doing something correctly. Just like humans, **horses love to know when they did the right thing** because they'll be rewarded with something they like.

Solutions That Work for Every Horse

Horses, like humans, have different personalities and idiosyncrasies. Our **Priority to Positive®** skills and principles can help you succeed with any horse or any situation.

What's our secret?

Find out now
by scanning
the QR Code



VIA NOVA
TRAINING
PRIORITY TO POSITIVE

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Talking to Horses: How to Grab Their Attention (In a Good Way)!

Learn the Via Nova way with our
Priority to Positive® Approach!



Bringing Positive Reinforcement
Training to the traditional horse world.

The Magic of the Marker

We use a **Marker** to communicate the message "You're right!" to the horse. It has the advantage of being very precise, like taking a photo at the exact moment the horse did the correct thing.

This marker can be anything the horse can perceive, and you can produce consistently, such as a unique sound or touch. **You can choose what to use as a marker**, as long as you teach it correctly. With correct and consistent conditioning, you can even use different markers in different places, for instance the letter "T" as a verbal marker at home and a touch on the withers as a non-verbal marker at competition. One competition rider marked in the arena by the sound of clearing her throat. Her horse knew it meant, "That's right!"

We teach the horse that the marker means a reward is coming for what they did at that moment. This reward has to be truly "valuable" to the horse, not just verbal praise. We always start teaching new behaviors with food because food is such a powerful motivator. Does this mean you always have to feed when the horse performs correctly? Not always, but Priority to Positive will show you the important details of how, why, and when it's effective to fade or replace the food reward.

We use the marker as communication.

It not only lets your horse know when it's doing something right but also tells the horse precisely what you want to see more of. With high motivation and clarity about what you want, **your horse will start to offer the behaviors you're looking for!**

Find out more at www.ViaNovaTraining.com



The Science of Animal Behavior

All animals, even humans, are wired to try to predict the outcome of our behaviors. To help us predict, we learn to make associations across a gap of time (i.e., delayed gratification).

If a horse is doing something repeatedly, that behavior is getting the horse something they **want** or **need**. Or at least, the horse thinks so!

Positive Reinforcement (R+) activates the "seeking system" in the brain. The horse wants to understand/learn and is invested in getting a reward.

