

Grounded
CANINE CO.

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The

PUPPY

Plan

PUPPY DEVELOPMENT PROGRAMME



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WELCOME TO THE Puppy Plan

The Puppy Plan is a complete development programme designed to build the foundations every pup needs for confidence in the real world.

Bringing home a puppy is exciting, but it can also feel overwhelming. The Puppy Plan is designed to remove the guesswork.

This programme focuses on building the foundations that create confident, capable and well-balanced dogs. Rather than chasing obedience commands, we prioritise the skills that truly matter during puppyhood: confidence, engagement, neutrality, communication and relationship.



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WHAT WE COVER:

- Building Confidence through positive exposure
- Developing engagement and focus around distractions
 - Building value in the owner
- Marker training and clear communication
- Appropriate socialisation and neutrality
 - Lead foundations
 - Recall foundations
 - Structured play
- Settling and relaxation
- Crate training guidance
- Household manners and boundaries
- Preventing common behavioural issues before they develop
- Preparing your puppy for adolescence

The Puppy Plan is designed to give owners the knowledge and practical skills needed to navigate puppyhood successfully while creating a strong foundation for future training.



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THE FOUR FOUNDATIONS

CONFIDENCE THROUGH EXPOSURE

Helping puppies safely experience the world around them and develop resilience in new environments, situations, sounds, surfaces and experiences.

ENGAGEMENT & FOCUS

Teaching puppies that their owner is valuable, rewarding and worth paying attention to regardless of the environment.

PLAY & RELATIONSHIP

Using structured play to build motivation, confidence and a meaningful relationship between dog and owner.

LIFE SKILLS & MANNERS

Developing practical behaviours that help puppies thrive in everyday life, both at home and out in the world.



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WHY PUPPYHOOD *Matters*

The first few months of your puppy's life are some of the most important they will ever experience.

During this period, puppies are constantly learning about the world around them.

Every experience, environment, interaction and lesson helps shape the dog they will become.

Many behavioural challenges seen in adolescence and adulthood can often be traced back to a lack of guidance, structure, confidence or exposure during puppyhood.

This doesn't mean your puppy needs to experience everything.

It means they need thoughtful guidance through the experiences that matter.

The Puppy Plan focuses on building confidence, resilience and understanding so your puppy can navigate life successfully both now and in the future.

The goal isn't simply to raise a well-behaved puppy.
The goal is to raise a well-rounded adult dog.



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FREQUENTLY ASKED QUESTIONS

WHAT AGE SHOULD MY PUPPY BE?

The programme is suitable for puppies from approximately 8 weeks to 6 months of age.

WHAT IF MY PUPPY IS NERVOUS?

Confidence building is a core part of the programme. We work at your puppy's pace and focus on positive experiences.

WHAT IF MY PUPPY HASN'T COMPLETED THEIR VACCINATIONS?

We can discuss appropriate training options based on your puppy's age and vaccination status. Early learning, exposure and development can begin long before your puppy is fully vaccinated.

CAN MY FAMILY ATTEND THE SESSIONS?

Absolutely. Consistency is important, so we encourage all members of the household who will be involved in the puppy's care and training to participate where possible.

WHAT TRAINING METHODS DO YOU USE?

Our approach focuses on clear communication that a dog understands, relationship building, motivation and reward-based learning that is balanced. We aim to create confident, engaged puppies that enjoy learning.

IS THIS PROGRAMME SUITABLE FOR ALL BREEDS?

Yes. The Puppy Plan is suitable for all breeds and crossbreeds. Training will be tailored to your individual puppy's needs, temperament and developmental stage.

WHAT MAKES THE PUPPY PLAN DIFFERENT FROM A PUPPY CLASSES?

The Puppy Plan is a structured 8-stage development programme that combines personalised guidance, one-to-one support and practical training. Rather than focusing solely on group exercises, we help owners build the foundations for a confident, capable and well-balanced adult dog.



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INVESTMENT

Planting The Seed To Confidence

£595

An 8-Stage Puppy Development Programme

INCLUDED:

- 1 x One-Hour Virtual Foundation Session
- 7 x One-Hour Practical Training Sessions (at your home/area)
- Personalised Puppy Development Roadmap
- Professional Guidance And Ongoing Support Throughout The Programme

Suitable for puppies aged 8 weeks to 6 months.

The Puppy Plan is designed to help owners navigate the most important developmental stage of their dog's life with clarity, confidence and expert support.

Rather than focusing solely on obedience, this programme develops the foundations that create confident, capable and well-balanced dogs.

Because the habits, experiences and lessons your puppy learns today will help shape the dog they become tomorrow.

Planting the seed to confidence from the very beginning.



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LET'S GROW TOGETHER

and Plant The Seed To Confidence

Thank you for taking the time to learn more about The Puppy Plan.

Raising a puppy is one of the most rewarding journeys you can embark on, but it can also be challenging, overwhelming and at times uncertain.

The goal is to not simply to teach your puppy a collection of commands.

Our goal is to help you build confidence and understanding that will support your puppy throughout their life.

Through clear communication, thoughtful guidance and practical training, we focus on creating puppies that are confident in the world around them and owners who feel equipped to lead them.

The Puppy Plan is where that journey begins.

Every confident adult dog started as a curious puppy.

Every strong relationship started with trust.

And every great foundation started with a single step.

If you're ready to give your puppy the best possible start, I'd love to hear from you.

GET IN TOUCH

Phone:

07545675520

Email:

Info@groundedcanine.co.uk

Instagram:

[@groundedcanineco_](https://www.instagram.com/groundedcanineco_)