Luring, Clicker Training & Shaping

Luring:
This is when you use a treat or toy and encourage the dog to follow it and when the dog does the required behaviour you release the treat/toy. Dogs learn the behaviour through repetition and then the treat must be faded away. This is a training method that should be used with caution as dogs will often give the impression they know what they are doing when in actual fact they just follow the food and when it's taken away they actually have no idea what is required.
For dogs that are motivated by food this can be a successful training method to keep them interested. Generally, for luring to achieve a desired outcome the dog has to complete the entire behaviour before it is rewarded, this makes complex behaviours very challenging.

Clicker training:
Clicker training and shaping are not the same thing (they are often confused). In clicker training the clicker is used to mark the correct behaviour before the reward is given. You can lure a dog and still use a clicker, and this would technically still be clicker training of a sort.

When using a clicker, you click when the dog does the correct behaviour which 'marks it' and that click indicates to the dog that a reward is coming. Rewards should be given in a timely manner to the dog but it doesn't have to be instant.

Other types of 'mark' can be used – such as a verbal 'yes' but as this is more drawn out than a click dogs can find it difficult to get the exact behaviour you were trying to mark. A clicker can mark a behaviour down to less than a second which enables the trainer to pinpoint more effectively the exact behaviour required.

Shaping:
Shaping is the process of reinforcing "mini-behaviours" (successive approximations) that can be built on to get an end target behaviour.

E.g To teach a dog to spin left stages might be: Eyes look left, head turns left, head and shoulders turn left, head and shoulders turn further left until a full circle is achieved). When teaching this behaviour you would rewards every stage and then wait for a little more before rewarding.

There is very little trainer input – the trainer is motionless and does not help or encourage the dog in any way – no hands, no pointing, no head bobbing, no eyebrow twitching! When the dog performs the correct part of the behaviour the trainer clicks and rewards then waits for the dog to repeat and again clicks and rewards.

Delivery of the reward is important as for some behaviours the location of the reward when it is given helps the dog to progress the behaviour. Think of the dog learning to spin left – If it turns it head left and you click to mark it – deliver the reward slightly further left to encourage a shoulder movement – the dog will soon offer the head and shoulder turn as it anticipates that's where the reward will appear.
When beginning shaping (as a new trainer) it is essential that you have a documented plan of the steps required to get to the end behaviour, shaping is very reliant on timing and is a skill that can take time for trainers to learn.