

# Equus Demo Days: Suggested Agenda



## Event Overview

|                   |                                |
|-------------------|--------------------------------|
| Demo Date & Time: | Date:<br>Time: 12:00 – 3:00 PM |
| Demo Duration:    | 3 hours                        |
| Demo Location:    |                                |
| Follow-up Offers: |                                |

## Detailed Agenda

*This proposed agenda presumes a 12:00 PM start time simply as a reference point for timing of the event. We have an **appendix** which includes standardized language around what is Equus Coaching; the difference between Equine-Assisted Therapy and Equus Coaching; Our Values; About the Center; and who we serve as coaches. You may also want to quickly clarify what you can offer as a Master Facilitator vs. an Equus Coach.*

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- |                 |   |
|-----------------|---|
| <b>12:00 PM</b> | <ul style="list-style-type: none"><li>● Refreshments; Welcome; Get guests seated.</li><li>● Collect names and email addresses on a sign-in sheet.</li><li>● Set-up for nametags.</li></ul>  |
| <b>12:15 PM</b> | <ul style="list-style-type: none"><li>● <b>Introductions:</b><ul style="list-style-type: none"><li>○ Equus Master Facilitator introduce self</li><li>○ Equus Coaches or Coaches-in-Training introduce self</li></ul></li><li>● <b>If small group</b>—have attendees introduce themselves.</li><li>● <b>If large group</b>—ask a few people what they know about Equus Coaching or Equine Assisted activities.</li><li>● <b>Discussion about “why horses?”</b> What can interactions with horses teach us?</li><li>● Speak to <b>personal impact</b> and <b>personal transformation</b> story.</li></ul> |
| <b>12:45 PM</b> | <b>Safety Demo:</b> round pen demonstration.  |
| <b>1:00 PM</b>  | <b>Invite a volunteer to experience round pen.</b><br>(Sign consent before entering round pen.)<br><br><b>Demonstrate a Live 15- or 20--minute coaching session:</b>  |

- Ask the client about a challenge or issue they might be struggling with or something in their life they would like to be different
- Follow your curiosity to learn more about these issues.
- Ask the client: What would it look like if you could change things?
- And if you were successful in changing it, what would that bring you or how would things be different?

**Invite the client to interact with the horse**

- Look for patterns. Ask the client what is happening.
- Ask the client what or who this reminds them of
- Use any coaching tool that is appropriate
- Ask the client to apply a new strategy, if applicable

**1:15 PM**

**Bring the client in to talk about what they are learning (takeaway)**

- **If you run out of time to complete the coaching session....** give comments such as “If I were going to continue coaching you as my client here is where I would take this...” Or “Here are the areas we might choose to focus in on and spend more time getting feedback from the horse....”
- **Allow for observations / Q and A** (Also ask client to share takeaway)

**1:30 PM**

**Quick Break – move to the arena where obstacles have been set up**

**1:45 PM**

**Talk about team activities and provide an intro to the herding exercise**

**1:50 PM**

**Herding Demo**

- Do a quick demo of how the herding exercise looks (Have your local Equus Coaches or previous clients demo a herding exercise for about 10 minutes).

**2:00 PM**

**Invite 2 – 3 volunteers to experience a 15-20 min herding exercise**

(Sign consent before entering arena.)

- Instruct the team that they will be nonverbal (they can communicate with gestures, charades, etc.)
- Ask the clients to set an individual intention and a team intention before they begin the herding exercise.

**Invite the group to interact with the horse**

- Look for how the team is communicating with each other
- Look for who looks confused or when the members may not all be on the same page with what the plan or goal is
- Notice who emerges as the leader, and/or how there is shared leadership

**2:10 PM**

**Bring the group in for debrief midway through**

- What is going well? What feels challenging?
- How are you doing with the intentions you set?
- How would you build on what you are learning?

- If you run out of time to complete the coaching session...give comments such as “If I were going to continue coaching you as a team where I would take this is...” Or “Here are the areas we might choose to focus in on and spend more time unpacking...”
  - **Allow for comments from the observers / Q and A**
- 2:15 PM**      **Send the group back out** for more interaction (if time)
- 2:30 PM**      **Bring the group in to talk about what they are learning** (takeaway)
- **If you run out of time to complete the herding session....** give comments such as “If I were going to continue coaching this as a group (or if this were an intact team from work.....Here are the areas we might choose to focus in on and spend more time getting feedback from the horse....”
  - **Allow for observations / Q and A**
- 2:45 PM**      **Announcements**
- Talk about the Center for Equus Coaching training course (see talking points below)
  - Announce upcoming workshops or opportunities for private sessions (hand out flyers or business cards)
  - Announce any Equus Coach® students needing volunteer clients willing to fill out a feedback form
- 3:00 PM**      **Close**
- Photo ops with a horse

### Demo Checklist

- ☐ Refreshments: water, protein bars, grapes.
- ☐ Supplies for nametags.
- ☐ Bring a clipboard or notebook to get names and email addresses for onsite registrants.
- ☐ Audio / speakers so audience can hear the coaching (if possible)
- ☐ Bring flyers for post-event follow-up and/or upcoming workshops (if applicable)
- ☐ Flyer for Equus Coaching Course
- ☐ Bring a stack of business cards to offer people.
- ☐ Print and bring video/participant waivers.
  - ☐ Have volunteer participants sign waivers onsite.
- ☐ Follow up with attendees after the event with invitation and call-to-action (*see Marketing Guide.*)

## **Appendix: Talking Points**

### **What is Equus Coaching?**

Equus Coaching is a dynamic approach to personal transformation that combines world-class life coaching with the timeless wisdom of horses. Equus Coaches are highly trained facilitators who guide clients through immersive experiences with horses, revealing deeply ingrained energetic and behavioral patterns we may not even be aware of. This profound and playful process helps people identify limiting beliefs and blocks, and experience what it takes to move beyond them. The results are deeply embodied shifts in self-awareness that lead to greater clarity, authenticity, connection, creativity and personal freedom. As clients rediscover their true nature and innate belonging, they connect with their unique place in the rich web of life's intelligence.

### **How does Equus Coaching work?**

- The bond between humans and horses dates back thousands of years. Horses are highly intuitive animals, keenly aware of the slightest energetic or emotional shift. Unlike most adults, who have been socially trained to relate to life through stories, judgments, or an inner dialogue, horses only reflect the truth of the present moment. Therefore, they consistently mirror back the energetic and behavioral patterns that we humans unconsciously communicate. With a 1000+ pound, highly sensitive animal that cannot be coaxed or coerced, both positive and negative communication patterns become very quickly apparent!
- Equus Coaches are trained to read this energetic language of biofeedback and facilitate clients through a process of uncovering and shifting their limiting beliefs and patterns. Clients often think that they will only witness a unique or surprising side of themselves while interacting with a horse. What we have found, however, is that people use the same coping tools regardless of the environment. So what quickly emerges are the deeply ingrained patterns that play out in all areas of their life—in friendships, romantic relationships, family dynamics, or at work. And because the interaction is experiential, clients gain not only an intellectual awareness, but also a somatic understanding of what it feels like to shift their limiting beliefs or patterns. This embodied learning is so much deeper than simply addressing our thoughts, like most therapy aims to do! Clients literally get a chance to relate to themselves and life in a whole new way. This is true transformation.

### **Who can Equus Coaching Serve?**

- Equus Coaching is valuable for everyone, but has been proven particularly effective in healing trauma, strengthening personal relationships and self-worth, and improving leadership and team dynamics.
- (Individual work, couples work, team building, workshops – mention flyers are available)

### **About the Center for Equus Coaching**

- Founded in 2006 by Koelle Simpson (now The Center for Equus Coaching), has been at the forefront of the Equus Coaching Movement delivering transformative personal development work for over 10 years.

- The Center for Equus Coaching is a world-class training center and international community of Equus Coaches dedicated to personal transformation, authentic leadership, and empowered living.
- We facilitate transformative encounters with horses to help individuals and institutions reconnect with their innate wisdom and gain a visceral awareness of the patterns that shape our lives and world.
- We train and certify Equus Coaches to conduct one-on-one private sessions with their clients.
- The Center also offers an apprenticeship for certified Equus Coaches to become Master Facilitators preparing coaches to run group workshops and retreats.
- You can locate certified equus coaches and certified equus coaches in your area by going to the “Find a Coach” page on the Center for Equus Coaching Website.

## Our Values

- **Core Value 1: Authentic Leadership**  
Authentic leadership is a wise ever-evolving flow of information within the present moment. Authentic leaders trust their own experience with a calm, connected and intuitive presence. They emanate an energetic state of clarity and openness to what wants to happen, finding how to best use their unique gifts to serve the whole.
- **Core Value 2: Belonging**  
Nature models a way to be truly at home within our own experience of life. Nothing in nature tries to be anything other than what it is. This reminder guides us to more fully appreciate and embrace the diverse facets of ourselves and the world. We all belong, just as we are.
- **Core Value 3: Personal Transformation**  
The external world is a self-portrait of our internal world. Our daily internal dialogue and the way we treat ourselves communicates deep-seated patterns within ourselves. As our awareness returns to a felt sense and conscious understanding of our own energy signature, we free ourselves to co-create the life we yearn to live.
- **Core Value 4: Return to Your Original Language – The Language of Energy**  
Our essential wisdom can be found in the language of energy. Life, and our experience of it, is literally formed and shaped by our emotional energetic state. It is this universal expression that connects all things into a collective play of relational experience. Working with horses allows us to demystify the language of energy. It returns us to a grounded, visceral relationship to our own creative power and the ever-evolving intelligence of life.

## How is Equus Coaching different from Equine Therapy?

- Equus Coaching® is designed for cognitively and physically healthy individuals who are seeking support in their own personal growth. They have a desire to better embody genuine personal leadership, improve the quality of their relationships, and explore a deeper level of trust to their own spiritual connection.
- Equine therapy has a slightly different focus. Equine therapy, often conducted through organizations such as Professional Association of Therapeutic Horsemanship International (PATH Intl.) or Equine

Assisted Psychotherapy and Equine Assisted Learning (EAGALA), tend to focus their therapeutic approach toward physical and physiological rehabilitation of a challenged patient.

- Equine therapy will often seek to partner with licensed family therapist or mental health practitioners to support the client's needs. Some practitioners are able to work with a patient's health insurance to help cover the cost of services.