



LIVE YOUR DREAM OF WORKING 
WITH HORSES!



WHERE SUCCESSFUL FACILITATORS ARE BORN!

WWW.EQUINECONNECTION.CA

DEAR FUTURE FACILITATOR,

If you're reading this, you're standing at the threshold of something extraordinary. Imagine walking away from a course feeling ready, confident, and empowered—not just in your knowledge but in your ability to make a real impact. That's exactly what you'll experience with the Equine Connection Certification. Imagine waking up every day excited to learn more, even if you're not a morning person. One of our recent graduates put it best: *"I had set a longer timeline to complete the course, but once I got going, I just wanted to do it all at once because of the incredible feeling it gave me!"*

Where Confidence, Knowledge, and Heart-Led Business Combine to Empower Your EAL Journey

That's the magic of this course. It's not just about learning—it's about feeling a deep, magnetic pull toward what's next. Every module, every exercise, and every story inspires you to keep going, because with each step, you're uncovering a version of yourself that's more empowered, more confident, and more aligned with your purpose.

"This program is truly amazing!" After taking other Equine Assisted Courses, many of our students felt lost and unprepared. But with the Equine Connection, they experience a complete shift in their confidence and approach. One graduate shared: *"I finished the other course feeling lost and lacking confidence in my ability to run a successful EAL program. The differences are night and day."*





WHAT IS EQUINE ASSISTED LEARNING?

What is Equine Assisted Learning with Equine Connection? A Career That Changes Lives (Including Yours!). It is a skill development experience working with horses, on the ground. Participants learn valuable life skills in a safe and fun atmosphere while working with horses as the teachers!

If you're passionate about helping people grow and love being around horses, Equine Assisted Learning might just be your dream career.

Equine assisted learning is an experiential method of developing life skills. Facilitated by a qualified professional to meet educational, professional, and personal needs (goals) through intentionally designed interactions with horses. More specifically, it is an effective approach to human development that encourages individual and team growth. No riding or therapy (no degree necessary).

As a certified facilitator, you partner with the horse to empower clients through engaging, objective-based sessions that help people build real-world skills. Your clients might be youth, adults, corporate teams, or individuals going through life transitions, and every session is as meaningful as it is fun.

WHAT IS A CERTIFIED FACILITATOR?

As a facilitator, our job is to watch our horses, notice that change, and take that moment as a teaching opportunity for the participant to recognize something they may not have even seen by empowering the human to find their answers.

An Equine Assisted Learning Facilitator is the guide, coach, and observer in the arena (literally!) who leads individuals or groups through structured, experiential learning sessions with horses. But here's the cool part: the facilitator isn't teaching in the traditional sense. They're facilitating self-discovery!

AS AN EQUINE ASSISTED LEARNING FACILITATOR, OUR ROLES INCLUDE:

- **Ensuring the safety of all horses and participants.**
- **Stepping in' to guide the participant's to understand what it is the horse is "saying" and understand how they can apply that learning to their own lives.**
- **Providing encouragement and support.**
- **Encouraging participants to think outside the box, take risks, or try on new roles.**
- **Resolving conflict.**
- **Empowering clients to find success!**



“

I wish I could give 5 gazillion stars because this is what Equine Connection deserves! This amazing course, along with the business course has opened my eyes to new ways of communicating with people and horses, as well as new ways to work WITH my horses to facilitate learning for my clients- I couldn't be happier and so glad I invested in myself! My business has literally went through a huge growth phase in large part because of what I learned and continue to learn from Carolyn and Kari!

CASSANDRA STROMMEN

”



WHAT MAKES US DIFFERENT?

IT'S THE DELIVERY THAT MAKES ALL THE DIFFERENCE

The Equine Connection's approach is not just theoretical. It's practical, hands-on, and heartfelt. It's designed to set both facilitators and clients up for success from day one. You'll have the tools, the support, and the knowledge to help clients transform their lives, while also launching and growing your business with confidence.

We're not here to just "teach you some stuff."

We're here to change how you see yourself, your horses, and your future. This course is packed with:

- Binge-worthy video content that feels like you are right in the classroom with us
- Proven curriculum that's been refined over a decade of real-world success
- Business strategies that actually work in the equine industry
- Step-by-step clarity so you're never left wondering what to do next
- Lifelong tools to help you build a purposeful, profitable business

You'll laugh. You'll cry (the good kind). You'll finally see what's been possible for you all along.

HEAR IT STRAIGHT FROM OUR GRADUATES:

"They made me realize my purpose and my individual talents."

"I now have a solid business foundation that sets me apart from others."

"It's fun, it's well put together, and it's unlike anything I've experienced before."

"The Form of Delivery taught throughout the program sets the facilitator and client up for success."

BECAUSE HORSES DESERVE TO BE HEARD



FINALLY—A COURSE THAT PUTS THE HORSE FIRST AND HONOURS THEM AS THE TEACHER THEY'VE ALWAYS BEEN.

You've felt it. That unspoken language between you and your horse. That moment when they reflect your emotion before you've even said a word. That deep knowing that horses are more than animals—they are sentient beings, full of wisdom, power, and presence. And if you've ever struggled to explain it to others, you're not alone.

"Having grown up with horses my whole life, I kept to myself their healing and teaching abilities because the people around me wouldn't believe or understand what I was saying."

But now? There's a place that gets it. That honours it. That teaches it.

LEARN WITH HORSES, NOT JUST ABOUT THEM

This is a course that invites you to truly understand, partner with, and learn from the horses.

"To really partner with my six horses is an incredible journey—and if that's all I learned from this course, it was worth every single penny and then some."

Inside this program, you'll discover:

- How to listen to your horses in ways you've never known
- The psychology and behaviour of equines as partners, not tools
- New approaches to equine care, maintenance, and communication
- What it truly means to be a facilitator rather than a controller

"It really changed the way I see my horses and how I work with them to help others."



YOU THINK YOU KNOW HORSES — UNTIL YOU TAKE THIS COURSE

EVEN THE MOST SEASONED HORSE OWNERS ARE BLOWN AWAY.

“I’ve had horses all my life, and I love learning how they think. I’m so happy to have learned so much more that I didn’t know before.”

“As someone who’s been around horses my whole life, I sometimes get stuck thinking I know a lot... but this taught me so much more.”

This course opens a door most equestrians didn’t even know existed. It’s where horse wisdom meets science, meets experience, meets deep emotional truth.

“Equine Connection opened up a door allowing me to better understand what my horses are trying to tell me.”

Whether you’ve been in the equine world for decades or you’re just stepping into this dream, this course meets you where you are—and takes you where you’re meant to go.

A COURSE THAT HONOURS THE HORSE— FIRST AND ALWAYS

At Equine Connection, we don’t use horses to do a job. We partner with them to create experiences that heal, teach, and transform—for both the client and the facilitator.

“I’m mostly excited that the horse comes first.”
“This course is truly comprehensive and really thinks about the horse first—and the beautiful sentient beings they are.”

This program validates what so many of us have felt our entire lives, but never had the words or structure to express. It connects the heart and science of horsemanship in a way that is genuine, practical, and profoundly moving.

LEARN. UNLEARN. RELEARN. DEEPEN.

This certification doesn’t just give you skills. It gives you a whole new lens to see your horses through. One that will deepen your bond, empower your business, and expand your purpose.



THE ONLINE THEORY

THIS ISN'T JUST A COURSE. IT'S A CATALYST FOR LIVING FULLY, SERVING DEEPLY, AND WORKING WITH HORSES IN THE MOST MEANINGFUL WAY.

You know that pull inside you—the one that says you're meant for something more with your horses and your purpose? **This is where that pull becomes your plan.**

Life-changing online learning experience that's fun, engaging, and empowering from the very first click. This is where passion meets purpose. Where confidence replaces confusion. And where your love for horses finally becomes the business you were born to build.

YOU'LL LEARN HOW TO:

- Deliver exercises with purpose and predictable results
- Use research-backed strategies to support client growth
- Understand horses as teachers—psychologically, physically & socially
- Communicate effectively with clients and horses
- Build your dream equine team and keep them thriving
- Facilitate change, not teach—because that's where the magic happens

[DOWNLOAD THE
COURSE SYLLABUS](#)

Whether you're brand new to this world or have decades of experience—
This course meets you where you are and launches you toward where you're meant to go.

"This course bridges my two passions—working with people and learning from horses."

It's an opportunity to be re-inspired.
It's the step you didn't know you were ready for.

But you are.



YOU'LL SAY THINGS LIKE...

“One day” sometimes takes me 2–3 days...”

“I’m NOT a morning person... but I’ve been getting up early every day because I’m too excited to wait for what’s next.”

Not because it’s hard—because it’s so powerful that you don’t want to rush it.

You’re not just learning.

You’re feeling.

You’re awakening.

IT'S NOT JUST LEARNING. IT'S REMEMBERING.

Remembering that the horse has always been your best teacher.

Remembering what lights you up inside.

Remembering that you can create real change in the lives of others through your equines.

“I had set a longer timeline... but once I got going, I just wanted to do it all at once.”

Why?

Because what’s waiting for you inside this course is a full-on transformation.

We don’t just show you how to facilitate.

We help you discover why you’re meant to.

“I AM the secret ingredient. I AM unique. I AM empowered.”

You’ll go from doubt to direction.

From dreaming of making a difference with horses...

To knowing exactly what steps to take—

Because we hand you the map, the compass, and the fire in your belly.



“THIS IS THE MOST FABULOUS, INFORMATIVE, AND LIFE-CHANGING COURSE. I’VE LEARNED MORE IN ONE WEEK THAN IN MY 40+ YEARS IN THE HORSE WORLD.”

-CASSANDRA STROMMEN

CERTIFICATION ONLY - NO BUSINESS TRAINING

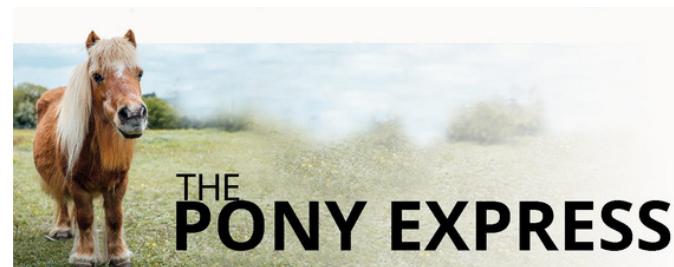
This is for you if...

- You seek training, comprehension, and a curriculum that empowers you to serve as an assistant to another Certified Facilitator, start your own business on your own terms, or enhance your existing business (without our business training and support).
- You DO NOT NEED Business Training.
- You DO NOT NEED Business or Marketing Materials.
- You DO NOT NEED Ongoing Support and Continued Training AFTER you are certified.

Worried you might need the Business Pack & Support down the line? No worries, you can upgrade later if you want!



PRICING OPTIONS FOR CERTIFICATION ONLY - NO BUSINESS TRAINING



THE PONY EXPRESS

PAYMENT PLAN

- Certified Course Training
- Bonus! In-The-Arena, Real-Time Learning Practical Training
- Intensive Horse Education
- Interpersonal Skills & Conflict Navigation Communication Training
- Certificate (Received upon completion of training & payment plan)
- Lesson Plans & Materials for the 12-Week-Curriculum (Received upon completion of payment plan)
- Instructions & Handouts for each Exercise (Received upon completion of payment plan)
- Professionally Designed Materials Ready-to-Print (Received upon completion of payment plan)
- Supply List (Received upon completion of payment plan)

\$4997

50% Down and 5 Monthly Payments

MOST
POPULAR

THE THOROUGHBRED

PAY IN FULL TO GET MORE!

Everything from Pony Express

PLUS!

- Pre-Work Course - Understand Your Target Market (**VALUE \$297**)

\$4997

CERTIFICATION WITH BUSINESS PACKAGE TRAINING AND SUPPORT

This Is For You If...

- You're seeking training, comprehension, and a curriculum that empowers you to forge ahead with your own business and the support of the Equine Connection! INCLUDES the Out of The Box Instant Business Package! This comprehensive pack includes professionally designed program materials, lesson plans, research-based exercises, marketing strategies, business plans, textbooks, supply lists, action plans, setup instructions, classroom preparations, horse knowledge, pricing guides, client retention tips, ROI insights, tax write-offs, multimedia resources, website building tutorials, and so much more! Get everything you need to succeed, right out of the box!
- You NEED Additional Business Training - Included for the LIFE of your certification.
- You NEED Additional Business and Marketing Materials - Included for the LIFE of your certification.
- You NEED Support AFTER you are certified - Our unparalleled support ensures that you have access to round-the-clock assistance for all your "Now What?" moments, right from the comfort of your home. With ongoing certification support at no extra cost, you'll never be left in the dark. Enjoy endless networking opportunities, stay updated on new discoveries, and continuously expand your knowledge within this dynamic industry.
- You NEED To Be Part of A Community of like-minded people to support you and be your personal think-tank to move your business forward!





THE PONY EXPRESS

PAYMENT PLAN

- Business Pack & Certificate (Received upon completion of payment plan)
- Lesson Plans, Curriculums, & Over 1000 Business Materials & How-To's
- Certified Course Training
- Bonus! In-The-Arena, Real-Time Learning, Practical Training
- Intensive Horse Education
- Lifetime Support
- Governing Body (EAL Network) Listing & Membership
- Entrepreneurial Training
- Curriculum & Theory Tutorials
- Interpersonal Skills & Conflict Navigation
- Communication Training
- World-Wide Facilitator Group Support
- Pre-Work Course (VALUE \$297)
- Post-Work Course (VALUE \$997)

\$6997

50% Down and 5 Monthly Payments



THE THOROUGHBRED

PAY IN FULL TO GET MORE!

Everything from Pony Express

PLUS!

- Instant Access to "Business With Horses 101: How To Set Up Your Equine Business" (VALUE \$497)

\$6997



THE CLYDESDALE

GET IT ALL!

Everything from Thoroughbred

PLUS!

- Pick a ready-to-go workshop designed for your ideal clients—worth up to \$997. (VALUE \$997)

AND

- Digital Training Videos that walk you through every step of running powerful, effective programs. (VALUE \$649)

BONUS VALUE \$1646

\$7997

A PROGRAM BUILT FOR LIFELONG SUCCESS

This isn't just a course you finish and move on from. This is a foundation for your future success as an EAL facilitator. The knowledge, experience, and support you receive will carry you long after you've completed the certification. And when you're ready for the hands-on in-person training, you'll feel even more equipped to take the next step.

"Next week's in-person training is going to be incredible—I can't wait to put everything I've learned into action!"

How It Works

1.

START THE JOURNEY AT YOUR OWN PACE

You'll get immediate access to the online theory portion of your certification. Whether you finish in two weeks or two months, it's designed to fit your life (and your schedule).

2.

FALL IN LOVE WITH LEARNING AGAIN

This isn't school. This is real, relevant, ridiculously engaging training.

3.

PREPARE FOR THE HANDS-ON IN-PERSON PORTION.

You'll be SO ready—and SO excited—to meet your herd and put everything into action.

“—

The educational materials provided online are comprehensive, intentional, and full of equal parts information and heart. I really felt like I already knew you when I stepped into in-person training. You're both authentic and beautiful souls. I also love how well you complement each other! The in-person portion of my training was nothing short of life-changing. I reserve those remarks for when I genuinely mean it. I felt like I had found my people! I learned so much about myself. I felt empowered to make a real difference in the lives of others. As I stated in our in-person introductions, I am a horse person. I've always distanced myself from people to protect myself and my emotions. In previous EAL-type certifications, I felt overwhelmed and ill-equipped to help. The opposite is true with your training. Perhaps the most important part of this way of thinking is the care that is taken to preserve the integrity of the horse. The level of respect that is shown for the horse exceeds almost every other training I've applied to my professional career with horses. I was humbled by my first EAL experience with my horse teacher, who refused to move. I've been an equine professional all of my life. I thought I was listening before. Oh, but there is always so much to learn! And I learned that I need to be a confident leader in my own life. I wholeheartedly agree with Carolyn in that the more we learn about horses, the more we realize how little we know. I'm stepping into this new part of my journey with a humbled confidence that I never knew I had. I look forward to deepening my relationship with the horses, genuinely helping others, and continuing to learn from you both.

God bless you both!

—”

MANDY HAWKINS

WHY WAIT?

**IF YOU'VE BEEN WAITING FOR THE SIGN—
IF YOU'VE BEEN FEELING THAT NUDGE—
IF YOUR HORSES HAVE BEEN WHISPERING “IT'S TIME”**

Are you ready to stop feeling unsure and start feeling confident, empowered, and ready?

Take the leap today and experience the Equine Connection Certification Course—a truly life-changing opportunity to transform your relationship with horses, your clients, and your business.

"Amazing, life-changing course. Thank you for everything!"

LET'S CHANGE LIVES. STARTING WITH YOURS.

**REGISTER
TODAY!**



FAQs

CAN I HIT REWIND ON THE THEORY STUFF?

Absolutely! Here's a more exciting, fun, and solid-learning version with that "come back anytime" vibe: Dive in at your own pace, soak up the goodness, and circle back as many times as you like—because this course is built for brain-boosting, confidence-cranking fun all the way to test time!

HOW MUCH TIME SHOULD I SET ASIDE EACH WEEK?

We designed it with four solid days of 6-8 hours each day but it's totally up to you. Some people dive in and binge like a Netflix series, others spread it out over a few weeks. One graduate said it best: *"I thought I'd take it slow... but once I started, I just wanted more!"*

DO I NEED HORSE EXPERIENCE TO TAKE THIS COURSE?

Nope! Whether you're brand new to the equine world or have been riding for decades, the course is designed to meet you right where you're at.

"I've been riding and training for 40+ years and I learned more in a week than ever before!"

IS THERE SUPPORT IF I GET STUCK?

Oh heck yes. You're never alone. While you go through the course we are there for you every step of the way! And when you sign up for the Certification With Business Training and Support we are with you for the life of your career! Our team is in the course at all times so you can message away, and you'll have access to a private student community filled with other brilliant horse-loving souls cheering you on.

WHAT HAPPENS AFTER I FINISH THE THEORY PORTION?

You'll head to the Three-Day BONUS In-The-Arena, Real-Time Learning Locations, where everything comes alive. This is where you'll work hands-on with horses, meet your herd, and become a fully certified EAL facilitator. OR You can choose to do the 'No Travel' training where you can learn and do everything from your own facility and send us videos to critique.

IS THIS COURSE REALLY LIFE-CHANGING?

Don't take our word for it—our students say it best:

"This course exposed the root of everything I feel. It brought me back to the love I have for the horse—their unique, complex simplicity."

DO I HAVE TO HAVE A DEGREE OR BE A THERAPIST?

NO! This is a life skills development program - NOT a therapy program. We will train you during your course how to ensure you do not get into a therapy situation with your clients. Therefore, you don't need to become a therapist or counsellor to conduct these objectively-driven exercises. It is an excellent addition for therapists, counsellors, and psychiatrists who want to work with the horse to aid their customers in treatment, adding a different perspective to helping your clients advance in their own lives. We do know; however, that should you work with these magnificent animals, simply being in the presence of horses will be a therapeutic experience.



FROM PASSION TO PURPOSE

IMAGINE WAKING UP EVERY DAY KNOWING YOU'RE NOT JUST WORKING WITH HORSES—YOU'RE CHANGING LIVES.

This course is the ultimate bridge between your love of horses, your purpose to help people heal, grow, and thrive and the ability to make a living while you do it. Whether you're a lifelong horse lover, a riding instructor, or someone who's volunteered in equine therapy, this Certification will surprise and delight you at every turn. Many of our facilitators—some with over 40 years of experience—have said they've learned more in the first chapter than in decades of traditional training. That's because this isn't your average course. It's rooted in solid science, designed for hands-on learners, and proven to create real results in both people and horses. You're not just adding skills—you're stepping into a calling.

”

”This certification course has profoundly transformed both my life and my horses.

STEPHANIE LARRABEE



Your Horse-Powered Career Starts Here

You're not just buying a course.

You're investing in your calling.

"This is THE best EAL course in Canada... and the world."



1-403-560-1153

ecgals@equineconnection.ca

WWW.EQUINECONNECTION.CA