



# EQUINE ASSISTED LEARNING: YOUR QUESTIONS ANSWERED

# INTRODUCTION



Choosing an Equine Assisted Learning (EAL) modality is no easy task. The decision to pursue certification towards a career in this field can be even more daunting. What factors should you consider? What key considerations must be weighed? What essential information should you know about EAL before making this critical decision?

This informational booklet is designed precisely for you, to provide all the necessary insights and guidance you need. Whether you're just starting to explore the world of EAL or are on the brink of committing to a certification program, this resource aims to equip you with the knowledge and clarity to make an informed and confident decision.

Let's embark on this journey together, unravelling the intricacies of Equine Assisted Learning and charting a path towards fulfilling your aspirations in this transformative field.

Handwritten signatures of Kari Fulmek and Carolyn Charles in blue ink. The signature for Kari Fulmek is on the left, and the signature for Carolyn Charles is on the right.

**KARI FULMEK & CAROLYN CHARLES**



## DO YOUR RESEARCH

This book serves as a comprehensive guide to assist you in identifying the essential questions you need to ask yourself before embarking on your journey in this extraordinary field.

It is crucial for you to determine the most suitable path that aligns with your goals and aspirations, particularly in how you envision working with horses to positively impact lives.

# Answering Your Questions...

## WHO CAN YOU WORK WITH?

The potential of this career is limitless! Wherever there are people, opportunities in business abound. Your clientele will be individuals or groups you feel strongly about—whether you prefer working with groups or individuals. Perhaps you have personal experience with addiction and want to specialize in that area, or you've overcome low self-esteem and wish to help others build theirs. Whether your focus is on children or corporate clients, we'll guide you in targeting your market effectively to achieve success and make a meaningful impact on those you care about.

However, it's important to note that if your clients require therapeutic intervention or are susceptible to triggers, you should be a licensed clinician.

For instance, if you're leading an equine therapy program without qualifications as a therapist or psychologist, it's unethical to provide treatment to clients in that capacity. Using the term "therapy" requires the presence of a licensed clinical professional.

Some applications for Equine Assisted programs are:

- Anti-Bullying Programs
- Corporate Team Building
- Veterans Programs
- Skill Development programs
- Addictions recovery
- Self-Esteem Programs
- Self Confidence Programs
- Leadership Development Programs
- Women's Workshops
- Entrepreneur Training
- Workplace Skills Development
- Marriage Skill Development
- Skill Development for recovering patients
- And many more!

## EQUINE ASSISTED LEARNING VS. EQUINE THERAPY

**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 within a group format or one-on-one and focuses on ground activities rather than riding horses.

The horse provides therapeutic benefits and healing to all in their presence. A connection to the unconscious. Therapeutic programs and exercises to solidify the skills that humans learn with horses about themselves.

**Equine Therapy** is when licensed or certified medical or behavioural health professionals, operating within their counselling, occupational therapy, physical therapy, psychotherapy, recreational therapy, or speech-language pathology scope of practice, provide therapy. These professionals assess how interactions with horses, equine movement, or elements of the equine environment can enhance a client's personalized treatment plan. The goal is to improve the client's sensorimotor, cognitive, behavioural, emotional, or psychological functioning to promote better health and well-being.

It is considered best practice for therapy professionals to receive specialized training specifically geared towards safely integrating horses into treatment.

## WHAT DO THE DIFFERENT ACRONYMS MEAN?

**Equine Assisted Activities (EAA):** an umbrella term for all activities and interventions, both therapeutic and non-therapeutic, including equines. Both mounted and non-mounted activities.

**Equine Assisted Interventions (EAI):** a term used to describe a range of different activities and treatments including equines, aiming to reshape mental/physical processes

**Equine Assisted Learning (EAL):** experiential learning approach including equines in the process of learning, aiming to improve different life skills such as communication skills, relationship skills, leadership skills, self-awareness, personal growth (not therapy). EAL includes various different approaches, mounted and non-mounted.

**Equine Assisted Mindfulness (EAM):** mindfulness/ present-moment awareness practices including equines.

**Equine Assisted Psychotherapy (EAP):** a form of experiential therapy done together with equines, a licensed mental health professional, and often also including an equine professional in the team. Different psychological approaches may be used in EAP depending on the mental health professional.

**Equine Assisted Trauma Therapy (EATT):** experiential mental health service, focused specifically on trauma treatment, including equines in the treatment team together with a licensed mental health professional and often an equine professional.

**Equine Assisted Personal Development (EAPD):** EAPD is an experiential, therapeutic approach that involves being in the presence of, and working alongside the horse to help uncover truths about yourself.

**Equine-Facilitated Learning (EFL):** EFL covers a wide array of social and emotional learning activities organized around horse experiences. EFL facilitators may be experienced educators, business consultants, personal coaches or certified in alternative health fields. Practitioners of EFL are not regulated or licensed; consumers should ask about the EFL practitioner's background and qualifications. EFL may contribute to positive outcomes for a client although the activity itself is not therapy.

**Equine-Facilitated Psychotherapy (EFP):** EFP is a type of experiential psychotherapy built around interactions with horses. Therapy must be applied by a provider who is trained and licensed (by their state) to practice psychotherapy or counselling. The therapist should have additional training and experience in facilitating EFP; often sessions are facilitated jointly by a trained therapist and an equine specialist especially when working with more than one client at a time. Also known as: Equine Assisted Psychotherapy, Equine-Facilitated Mental Health, Equine Assisted Counselling.



Please remember: It is unethical to assert that you are conducting a therapy program unless you are a licensed clinician. While horses are inherently therapeutic, it is inappropriate to engage in therapeutic practices or make such claims without proper education and training.

## HOW ARE HORSES TAKEN CARE OF WHILE RUNNING YOUR BUSINESS

**How is the welfare of the horse considered in the certifications you are looking at? Is it considered at all? How do you know?**

The horse is primary in all we do, so it is essential that we are not USING horses, but rather WORKING WITH HORSES. Here are a few questions to consider in how horses are being worked with.

01

### WHAT ARE THE EXPECTATIONS OF THE HORSES?

How many programs would you be running a week? What will keep your horses safe and maintained?

02

### ARE THEY TEACHERS OR TOOLS?

If you are not taking the initiative to understand your horses better and truly understand their language and culture, then you are using your horses as tools.

03

### WHY DOES THE FULL WELFARE OF THE HORSE MATTER?

We have all been told to take care of feet, or basic teeth care, but the full welfare of the horse means more than that. It is understanding and ensuring the five freedoms of the horse:

- Freedom from Hunger and Thirst - by ready access to fresh water and a diet to maintain full health and vigour.
- Freedom from Discomfort - by providing an appropriate environment including shelter and a comfortable resting area.
- Freedom from Pain, Injury and Disease - by prevention or rapid diagnosis and treatment.
- Freedom to Express Normal Behaviour - by providing sufficient space, proper facilities and company of the animal's own kind.
- Freedom from Fear and Distress - by ensuring conditions and treatment which avoid mental suffering.

## PROFIT? NON-PROFIT? CHARITY?

### What's the difference?

A for-profit organization is one that operates with the goal of making money. Most businesses are for-profits that serve their customers by selling a product or service. The business owner earns an income from the profit and may also pay shareholders and investors from the profits.

A not-for-profit organization is an association or corporation committed to operating "exclusively for social welfare, civic improvement, pleasure, recreation, or any other purpose except profit". This means that the not-for-profit organization helps a specific social cause without a pecuniary gain or "net profit".

Registered charities are charitable organizations, public foundations, or private foundations that use their resources for charitable activities and have charitable purposes.

## CAN I ADD THIS TO MY EXISTING BUSINESS?

Absolutely! Many facilitators have successfully integrated EAL into riding programs, sensory farms, therapy and counselling services, life coaching, and even yoga retreats. The possibilities are endless for expanding your existing business or collaborating with others!

## WILL MY FACILITY WORK? WHAT IF I DON'T HAVE ONE YET?

Whether you have an arena or not, stalls or open space, prefer an indoor or outdoor classroom, whether it's your own facility or someone else's—it can all work! You don't necessarily need a large area; just a fenced space for the programs and another area for briefings and debriefings will suffice. Many clients appreciate a rustic setting where they can connect with nature and learn.

Collaborating with other facilities is also an option. We successfully did this for the first two years of our program! Many facilitators start out not knowing where they will run their business, but end up finding their location once they discover what they need during the course.

## WHAT HORSES?

### ● HOW MANY HORSES CAN YOU WORK WITH?

Golden rule is one facilitator can handle two horses with up to four participants per horse.

### ● WHAT AGE SHOULD MY HORSES BE?

A horse isn't mentally developed until at least five years old. And you want to make sure your horse has life skills and is safe!

### ● HOW MANY HORSES DO I NEED?

You don't need a large herd to start running programs. You would need up to two horses per facilitator and you wouldn't run them in back-to-back courses

### ● WHAT KIND OF HORSE SHOULD I WORK WITH?

Big or small, quarter horse or gypsy, it doesn't matter as long as they are safe horses. It isn't based off of looks! But you would NOT work with green broke horses or stallions!



## CAN I AFFORD THIS? IS THERE A PAYMENT PLAN?

Not everyone has spare cash lying around, but where there is a will there is a way! There are many funding opportunities such as grants, or small business loans that can help you get going. PLUS there is a payment plan for your certification that allows you to break up the payments to make it a little easier on the pocketbook.

This is a career with horses, not just a course. We invest back into you for the life of your career. We continually provide training you for the life of your certification and included how to build a sustainable business, find your success with help, and support 24/7. It's the investment that keeps on going with your one time investment.

## CAN I EXPECT A RETURN ON INVESTMENT?

Are you going to be a millionaire? No. Will you make enough to make a decent living? Yes. Creating a nice balance for you (and your horses) to get to your ROI depends on how fast you move forward. Some people start right away and make their return on investment right away, other take it slow. It is completely up to you!

Starting a business makes financial sense! You are already spending the money on your horses, but now that is a good thing! Your bookkeeper will balance your books showing your expenses (ex: certified course, hay, supplements, vet, farrier, cell phone, a portion of house etc.) vs. income - deducting from the amount of tax you would have to pay!

Even with a RISK to begin your own business, what do you have to lose? You already spend money to live this life every day. Why not turn expenses into 'Write-Off's'?



# SHOW ME THE MONEY

WHAT KIND OF INCOME CAN YOU EXPECT TO MAKE... HERE ARE SOME EXAMPLES;

Canada	United States	Oceania
<b>INDIVIDUAL (1:1)</b>	<b>INDIVIDUAL (1:1)</b>	<b>INDIVIDUAL (1:1)</b>
AVERAGE: \$81.25 / SESSION / INDIVIDUAL	AVERAGE: \$110 / SESSION / INDIVIDUAL	AVERAGE: \$214 / SESSION / INDIVIDUAL
RANGE: BETWEEN \$80 - \$150 / SESSION / INDIVIDUAL	RANGE: Between \$80-\$150 / SESSION / INDIVIDUAL	RANGE: Between \$120 - \$397 / SESSION / INDIVIDUAL
<b>12-WEEK SESSION (8 People):</b>	<b>12-WEEK SESSION (8 People):</b>	<b>12-WEEK SESSION (8 People):</b>
AVERAGE COST: \$6,300 PER 12 WEEKS (8 PEOPLE) \$66 / PERSON / SESSION	AVERAGE COST: \$7,176 PER 12 WEEKS (8 PEOPLE) \$75 / PERSON / SESSION	AVERAGE COST: \$7,080 PER 12 WEEKS (8 PEOPLE) \$73.75 / PERSON / SESSION
RANGE: \$3,840 - \$7,680 / 12 WEEKS \$40 - \$80 / PERSON / SESSION	RANGE: \$5,760 - \$9,312 / 12 WEEKS \$60 - \$97 / PERSON / SESSION	RANGE: \$5,760 - \$9,312 / 12 WEEKS \$60 - \$97 / PERSON / SESSION
<b>1/2 - 2-DAY EVENTS:</b>	<b>1/2 - 2-DAY EVENTS:</b>	<b>1/2 - 2-DAY EVENTS:</b>
AVERAGE COST: \$466 / PERSON	AVERAGE COST: \$423 / PERSON	AVERAGE COST: \$575 / PERSON
RANGE: \$125 - \$597 / PERSON	RANGE: \$222 - \$550 / PERSON	RANGE: \$347 - \$650 / PERSON

# START-UP COSTS

The start-up costs to run your course can be fairly minimal! You would need a place to hold your programs and your horses, of course, but here is an example list of the rest of the items you would need;

- Name tags for participants
- Props/flowers/noodles/large ball
- Bathroom – indoor or outdoor
- Clothes pins from dollar store. Multi colours and a bag of just blue. Smaller size.
- 5 blind folds from dollar store
- 40--50 coloured rails 10' or 12' - MINIMUM OF 3 ROUND RAILS
- Dowels (10) with a slit on top for placing a card of instruction
- Groom Kits
- Word boards
- Old or mismatched gloves
- 8-10 little blocks to raise the rails off the ground
- Pool Noodles
- Bandage horse wraps
- 15--20 pylons with hole on top
- Balls
- Solid steps/box
- Arena fold-able table
- Hula hoops from dollar store
- 3-4 baskets to hold clips
- Clipboards with pencils
- 4-5 short lead ropes 5-6'
- Horse demo head
- Extra halter and lead ropes
- Barrel



# ETHICS & STANDARDS

## WHY DO YOU NEED TO GET CERTIFIED?

Would you hire an electrician to wire your house with no training? Or a dentist to work on your teeth that was self-taught? It may seem like something that you can easily do, it is just working with horses and people, but it is also working in behaviour modification and change. Without training or certification, you are putting yourself in a liable situation where you could open yourself up to getting into therapy situations you are not trained for or “telling” people rather than facilitating. Also, for insurance or working with organizations, they want to know that there is a reason why you can do what you do. Not to mention the research studies, history and clout for sales by having an international certification behind you. We know we would not have business with our organizations and schools if we did not have training in what we do to help humans and understand how the horse is the teacher and how to parallel and move forward in life with these learnings.

## WHAT DOES NATIONAL/GLOBAL RECOGNITION MEAN?

Being nationally or globally recognized empowers businesses to operate anywhere and secure comprehensive insurance coverage worldwide. Entrepreneurship fuels economic growth, generating employment and innovation. Though formal education isn't obligatory, mastering business fundamentals, finance, marketing, and customer relations enhances success prospects.

Plus, Our governing body, The EAL Network ensures facilitators maintain professionalism and expertise, delivering objective-driven programs for safety and competency.

## A GOVERNING BODY IN AN UN-REGULATED INDUSTRY?

A Governing Body - The EAL Network - This network aims to ensure the welfare of all horses who are teachers for Equine Connection Facilitators and provide safety standards for all participants. This Governing Body was developed to fill that gap in the equine assisted learning industry to ensure a checks and balances system for the Equine Connection Facilitators across the globe. Our primary goal is to maintain the safety of the horses, the clients and the integrity of EAL is held to the highest of standards and will also ensure the safest - and most ethical - learning experience possible. To learn more, visit <https://www.ealnetwork.com/>



## IS THIS AN INTERNATIONAL CERTIFICATION OR DO I NEED ANOTHER CERTIFICATION AS WELL?

No need to double up! This certification can go with you all over the globe. We have facilitators in Sweden, Canada, USA, Australia, New Zealand and even in Abu Dhabi!

## WILL I HAVE TO ATTEND NUMEROUS OR LONG TRAININGS?

Nope! After your online theory portion, you attend a three-day in-person training at one of our training facilities across Canada, the USA, Australia and New Zealand.

## WHAT IF I CAN'T TRAVEL AT ALL?

No problem! We do have the No-Travel Training option as well so you can do more training online then send us back video so we can ensure you are on the right page!

## WHAT IF I WANT TO ADD THERAPY INTO MY PROGRAMS?

No worries! You can do that too! The programs are structured so you could do your EAL program and then utilize the debrief or time afterward to reflect with along with a licensed clinician if you aren't one yourself.

## CAN I WORK WITH GROUPS OR ONE-ON-ONES?

You bet! How you structure your program with your clients is up to you. Through the Form Of Delivery we teach you, you can help both groups and single participants.

## ARE THERE ANY ONGOING FEES?

Nope! We aren't about nickel and diming! There are other items you can purchase after the course, but only if you need them. But everything you get with the course will set you well on the path to success!

## IMPORTANT LINKS

- Course Option Quiz: <https://equineconnection.ca/quiz/>
- Investment: <https://equineconnection.ca/prices/>
- FAQ: <https://equineconnection.ca/FAQ>

# REVIEWS



**Shari Lea Schmidt**  March 26, 2023

I could not believe all that was included when I received my certification! I literally ( NO JOKE) got a whole business in a box - PLUS the ongoing support, for over 2 years now, has been absolutely second to none!! I hold so much respect and gratitude for Equine Connection Academy, Kari, Carolyn, Karsyn with their down to earth professionalism, that is all wrapped up in integrity, morals, sincerity and genuine caring!! I took my certification in 2021 and now going into my second year I am beyond excited at all the connections I'm making and the financial assistance it is generating towards creating our dream ranch. I have been blessed at the many doors opening to offer the Amazing Equine Connection EAL programs to the youth in our community, and I cannot believe how much pride I feel everyday that I can help make a difference in their lives, in their families and in our community. I could not do this if it wasn't for my certification! If your hesitating, take this as your sign, CALL Equine Connections ask away, they are waiting to help you succeed, sign up as they are waiting to assist you in achieving your dreams, your future. [Read less](#)



**E**  
**Elaine Zeman**  February 20, 2024

The EAL Program is a program that anyone can take and learn enough about themselves to make it worthwhile. The clients who take the courses will learn even more about themselves and how to incorporate those skills into their daily lives, enriching not only their lives, but the lives of those they interact with.

The EAL Program not only encouraged me to step outside of my comfort zone but also provides me with the resources and support to become more comfortable in those areas. My horses also have, and will continue to, benefit from the knowledge provided, by my being more in tune to their language and understanding their needs. [Read less](#)



**B**  
**Brooke Thrupp**  June 7, 2024

The Equine Connection certification course has helped me set my business up for success. Having easy access to ongoing training and support allows me to continue to improve my business operation and income. The support from not only Kari and her team but also the other trained facilitators around the globe that we can connect with through the workplace is amazing. Everything about this course was smooth sailing as its set up extremely well to complete. If you have no business experience that is no worries as the business component of the course covers all of the basics to get you set up. - Brooke T [Read less](#)



**T**  
**Tonya O'shaughnessy**  February 11, 2024

The certification course was above and beyond all my expectations. Seriously, way above. The amount of support you get throughout the course and after completion is incredible. They really want you to succeed and it shows in everything they do. So much training in the course and setting up your business and beyond.

The course also made me see my horses differently. I always knew how incredibly in tune with our emotions they are, but I noticed how much my body language says to my horses. I am using the tools I learned and my horses are definitely noticing the difference. If anyone is looking for a career in horses and helping people, but is worried about whether or not it will be successful, this is the course for you. [Read less](#)



**E**  
**Erin Jorgensen**  September 14, 2023

This program is awesome! I have done a lot of online learning and this is easily one of the best courses I have taken. The content is comprehensive and easy to follow, the videos are engaging and the text book is an excellent resource. Not to mention that Kari and Carolyn are the BOMB!! You will walk away not only certified but ready to start your own business! [Read less](#)



**G**  
**Garry Weis**  December 19, 2022

I took the virtual certification course from Equine Connection, and it was truly amazing. There is so much information packed into this course, delivered by energetic facilitators that have a huge genuine passion for what they are doing. The course truly covers everything that you need to provide you with the opportunity to become successful in starting your own business. Researched and scientific evidence learning about how your horse communicates with you and the reason they are the best teachers, how to set up and facilitate the programs, and the most valuable aspect, is the support and business package that provides everything Kari and Carolyn have learned about building a successful business. I had checked out three different courses and chose this course because of the ongoing support that is provided to ensure that you can duplicate their success. Learning about a subject is one thing, learning to put it into practice is another thing, however, turning your dream or what you have learned into a successful business is the greatest challenge of all. [Read less](#)



**N**  
**Natalie Blair**  June 29, 2024

5 Stars is hardly enough, this my why for choosing the Equine Connection: The option of the Business Package – starting in this industry is scary enough, I now have the confidence, support & knowledge to be successful in starting & running a business in EAL. It is all about the Horse – Kari & Carolyn have gone above & beyond to ensure all programming puts the teachers safety and wellbeing first. Preliminary Learning – designed for success and optimal learning for everyone – accessibility of materials through video & print truly enhanced my learning process. They are ALWAYS evolving – as new research/information becomes available EC takes it and enhances their current programming with new & innovative ideas. Support, support, support – I never feel that I am alone on this journey - the lifelong support of EC and a connection to a global community of facilitators is invaluable [Read less](#)



**S**  
**Shawn Paul**  February 8, 2024

I just completed the EAL certification course and I have to say that it was the most comprehensive training I have been through in a long time. I walked away with a clear understanding of how to run an EAL program that has been proven by research to create transformation in people's lives. Everything is laid out and easy to follow. I have had my current herd for about a year, and after taking this course and working with them, we have connected on a much deeper level because I have learned so much about what they are saying to me. If I could give this program 10 stars, I would. If this is your passion, this is your program! [Read less](#)



**S**  
**sara lavoie**  February 5, 2024

This certification is lifechanging. Everyone is appreciated for being their authentic selves and the support given by Equine Connection is unheard of. If you have ever even thought of a career helping people through horses, this is your home! [Read less](#)



**S**  
**Stav Adler**  July 3, 2020

Definitely exceeded my expectations. I highly recommend this fantastic program.



**J**  
**Janelle Duhon**  March 26, 2021

I had the most amazing and empowering experience with the Equine Connection Facilitators! The learning material is very informative and easy to learn. I would not change a thing about their technique and Form of Delivery! Thank you so much for allowing me to enter the Herd! [Read less](#)



**T**  
**Tania Radu**  May 27, 2021

Before taking the course with Equine Connection I was looking to find to hire someone to add this to my business and then thought I have horses my whole life, why don't I do it. I searched many places, read through everyone's course, then I found Equine Connection and Kari and Carolyn gave off the vibe that they were real, they cared about their herd and it was a no brainer. Best experience ever, despite being the first online people to do the course. They had every single thing you could think of to be successful. I mean everything! All about the horses, every piece of marketing material, support, tools. I was blown away! Also when I checked in to others who did the course they were thriving. That means everything, some didn't have ones that I could really find or doing much. Now over a year later and I am running my own programs and it is going very well. You will absolutely love them and have no regrets! [Read less](#)



## CONTACT

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 (+1) 403-560-1153

# Don't just take our word for it...

“ EC never stops looking for ways to improve... because of your dedication to this very special work and because you have built something incredible, and want people to succeed! ”

EC is the absolute BEST with its training and passing on knowledge and updated materials to their facilitators and clients. I know all our horses will truly appreciate the improved way that humans will be working with them through the human's body language and no more pulling on the horse's head!

- Beverly Birtley

This certification provides the best knowledge of how to utilize the horses natural way of communicating. It helps me to facilitate the objectives and to parallel back to my clients in a way that their teacher is able to communicate clearly and effectively to them. Equine Connection (EC) is amazing for implementing this new way of working with horses in that they are always striving to ensure that the safety and welfare of the horses is #1! If there are new proven ways they ensure that the facilitators certified through them are up to date in all areas, and that our amazing teachers are understood. The EC have spent hours and time ensuring that this new way of working with horses works, and have implemented it into their BuildingBlock Objectives. It allows us 110% to understand our horses and connect to them in the language they speak. Thank You!!!

- Cathy Wiltsie

The Equine Connection continues to share new knowledge with all of us, keeping us moving forward, updated, and continually learning. The three energies in particular honor our horses as our teachers and will improve their mindsets and overall well-being.

What I appreciate the most at Equine Connection are the following three things:

1. The welfare of the horse is the heart and center, the absolute priority in their programs. They continuously seek professional help from top experts of the industry, follow the newest research and make adaptations within their programs, if there is any chance for improvement.
2. The incredible and ongoing support system and accessibility for their global team. It is a family, we're in this together.
3. The huge portfolio of work material, course material, training videos, documentation, handouts, flipcharts, booklets, posters, flyers, marketing material, etc. that you have access to and that you can use for your own company and your own programs is simply amazing. And they keep producing, updating and improving always. It is an unbelievable added value.

- Deborah Hofmann Nogueira

This certification has really helped me move forward because it's all laid out in front of you. Everything from the curriculum to workplace. You have lots of support and many experienced facilitators to help. I've set goals and have been able to surpass them all. It's the best feeling.

- Krista Hill

This organization is always growing and working to make our horses welfare top priority and keep its facilitators up to date in their training! It's why I picked this company to certify with!

- Gwen Donohoe

This certification has been instrumental in the success of Spur'n Up Hope and in the growth of our program!

I love that Equine Connection continues to look for new ways for us to work with our horses better and help us learn to better communicate with them in ways they understand. These new techniques also assist us in better assisting our clients to learn from our Horse Teachers.

- Lee Williams

Becoming certified with Equine Connection has completely changed my life and helped me forge a new path helping others and sharing the power of horses. Without it I would not be where I am today. With the very best curriculum and certification behind I feel confident running my business.

- Sarah Reid

This certification has helped me understand not only people better but also my wonderful horses. It has helped me with my job (working with dysregulated children) with my personal relationships and helped me to help others. Doing what I love. Being with our amazing horse teachers and children. I have been able to help my former students grow in ways I never could within the classroom walls. I've also helped friends and family members see toxic traits and habits. This new program will only help me to continue this progress and help my clients achieve an even higher level of self awareness that they are seeking.

Equine Connection is continually researching, developing, and adapting to our ever changing world. They put our teachers, the horses first, that means as research evolves, we need to stay current and adjust with the research as it is our honor to be accepted and trusted by the horses. I commend them for continually looking at innovative ways to make our programs top notch while always keeping the horses well being at the forefront.

- Meg Lago

This certification helps me move forward by everyone inspiring us to get out of our comfort zone. It also feels awesome to be able to help people through our beautiful horses.

As humans we should try to always be willing to learn and see things from different perspectives. I think you guys have showed you are true heroes for doing this. When you know better, you do better.

- Sherry Heldmann

There are no other EAL's in my area and I am finally getting the exposure I have been working at for 3 years. Our area is very deficient in mental health or family services agencies. The certification is the only reason they will have a discussion with me because they can't fathom how horses will help people.

You are always available to answer questions, so very patient and above all, very generous with your support and creativity to adapt situations. You are also the best cheerleaders I have ever met.

- Patricia Stacey

This certification created an opportunity for self reflection and in the process of developing my facilitation skills I was able to advance my teaching skills as well. I now incorporate both teaching and facilitation in my riding instruction and have an avenue for individuals who are unable to ride or who are afraid to ride to still get the benefit of horse time for personal development. It also gives my horses who are not able or willing to be ridden anymore a job they enjoy.

Equine Connection demonstrates through their business model that they are more interested in developing people and spreading awareness of horse welfare than they are in simply making money from a concept.

- Amy Waterbury

Achieving this certification has been absolutely inspirational! The motivation to get going immediately is immeasurably valuable, and the helpfulness of the 'family' of facilitators has been outstanding. With this certification under my belt, I believe my goals for early retirement from a full-time desk job are achievable! Equine Connection has cemented together other disparate principles of working with horses that I have been experimenting with. The focus on horses being 'teachers' and the positive outcomes that are stressed and demonstrated throughout the course are instrumental in building confidence in offering these services in the community. The support of the Equine Connection instructors and family at large cannot be quantified!

- Lucinda Lunstrum

You ladies are just the absolute best people to have come into my life and have helped me more than words can express. I hope to make that difference for others.

- Sarah Wise

As a recent graduate of the certificate program, I have found that I have all the tools I need. There is A LOT of information and it takes commitment to get through it all. However, with each accomplished step, I am more confident that I have everything I need, both inside and outside to successfully launch and provide and hold space for people to reach their next best self through the power of our teachers, our horses. I have been working on my EAL dream for over two years and while I was ready to support people in this capacity, I didn't have all the business tools or all the connections needed to see the program I want to create. I started my Equine Connection certification about two months ago and I have so many tools and support. Those are the missing ingredients to move forward that I haven't had over the last two years with another certification programs that I took.

I love that the ladies at Equine Connection, even after doing this work for over a decade, keep their mind open to improvements that allow us to do better for horses and humans and are willing to continue to evolve. I have been teaching energy work with horses to volunteers over the last two years and it is life-changing when you look at the impact our energy has on each horse and the herd as a whole. My experience as a volunteer barn manager allowed me to try out the concepts and ideas of how energy shifts and moves in both positive and negative ways. Those parallels were powerful and empowered my team to own their own energy and its impact. This is big stuff. If we can push or pull 1300 lbs with the position of our bodies, which we can, imagine what we can do in our personal and professional lives? Thank you guys for your willingness to take us all to our next best self.

- Shawn Paul

This certification has allowed me to combine my two passions - education and horses - and to begin a new life journey and business. It has also helped me to understand my horses better, and deepen my relationship with my own horses.

I love that the new way of working with horses is all about listening to the horse and being respectful of the horse, more than ever before. And that central to it all is the welfare of our amazing teachers.

- Tracey Hoffrichter

Being Certified with Equine Connection has helped me move forward in my business with continuing support by the whole team as well as fellow facilitators. Even though this is my business and I am self employed I feel so supported. If I have questions or need advice, the support is at our fingertips with Workplace.

- Brittany Burns

This certification empowers me to be my best self for my horses, for my clients, and for my personal growth. This is definitely a one of a kind certification. I am able to do what I love and earn a living while doing so is the icing on the cake.

I was drawn to Equine Connection because of the reputation they have for putting the horses first.. ALWAYS. This new way of working with horses confirms that I made the right choice. These beautiful animals deserve for the horse industry to evolve in the way we work with them.

- Tonya O'Shaughnessy

Getting certified has given me the knowledge and self awareness, that I can stand tall with confidence and succeed having my own business, working with my horses everyday!! I absolutely love what my horses and I can offer to my community ... I know in my heart, I have seen & experienced that this education is based in integrity, morals and high standards!! And that means the world to me, I take great pride saying I'm a Certified EAL Facilitator with Equine Connection!!

- ShariLea Schmidt

Equine connection is constantly developing these marvellous programs and ALWAYS with the welfare of the horse in mind. That is very important to me as facilitator!

- Johanna Frieberg

This certification has helped me improve myself and my thinking, while also giving me the opportunity to help others become more confident, build trust, and communicate more clearly. It's truly rewarding to be able to say, "I have a program that can help you or your child."

In a world where humans are becoming more and more disconnected, it's wonderful to have a way to ground them/us and assist with personal self-awareness.

- Meg Lago

They are very progressive and helpful and they want a better world for horses so that we can recognize that horses should not be treated like they don't have a voice.

- Sandra Kajan

“ Equine Connection is always looking at ways to do better, for its certification, those who are training, those who are providing programmes and for the participants who are benefiting. The most important reason for these advancements though is for the welfare of the horse, so owners and participants alike have a better understanding of them and the horses are happier, healthier and safer!

- Leanne Benjamin

It demonstrates that when you put the horses first, treating them as true partners, you continue to grow and learn and share those learnings with everyone, supporting all in their growth.

- Jennifer Morford

The more you know, the more responsible you are to do better. I want to be the best facilitator for my horses and my clients that I can be. I want to continue to be thoughtful as it pertains to the teacher- the horse, and help my teachers feel good, safe and happy helping humans! Being certified is a way to do better and be part of a community that always strives to be the best!

EC is always looking to be better and to do better! I love that they are cutting edge as it pertains to partnering with our teachers (horses) to help them be their best!

- Cassandra Ann Strommen

I had hit a brick wall. I lost my get up and go after my daughters Kerri (2023) and Sandra (2019) died - I have been just "existing" for the last 5 years. I really like the feel of the energy of your new programs and I am looking for a kickstart to finding meaning in life for me and others that are left behind. I see a lot of kids just floating and I would like to add purpose to their life. Horses have helped bring me back to life and I want to do the same with kids and adults, women in particular. New ideas are always an upgrade of information and I am ready for new and better. Now is the time for me to move! We were just chatting with O'Cheise first nation about doing some sessions with them in spring of 2025.

- Diane Baker

I love that the Equine Connection has such an amazing and balanced approach to the horse human connection. Working with the horses rather than seeing them as a tool, is a perspective that resonates with me and seeing it in person you get to see how easily it resonates with clients. This way allows horse and human to create an authentic relationship built on mutual understanding, respect and trust rather than a dominant relationship over the horse.

- Rachel Hunt

It proves that you don't need to ride the horse; all the lessons can be learned off the horse. But also it brings you to a different level of connection with a being that speaks a different language and helps you communicate better with both horses and humans. By gaining a better understanding, we learn how to better ourselves by listening differently to the horse.

- Michelle Neaves

“ Equine connection has shown me how to truly listen to my horses, to listen to what they have been saying all along. The most patient of beings - remarkable things happen when we open our minds to their teaching. We learn things about ourselves, and about our potential for having an authentic life by paying attention to our own behaviour when working with the horse. Equine Connection continues to lead the way.

- Kristen Harley

This certification has opened my eyes to a new business for both myself and my horses. I am a new horse owner and rider and wanted to become certified in therapeutic riding. However, I knew that I wasn't that knowledgeable in teaching others how to ride so I was looking for other ideas. This certification was just what I needed and it was something that was attainable for me. I could totally see myself working with my horse as the teacher and guiding my clients to think about the why of what is happening in the moment and provide them with the necessary life skills they needed.

Equine Connection is amazing because you can work with your horses, which I already love to do, and even if your horses are not "rideable" they can still have an important job working with clients. This program allows people to work on life skills while having the horse as a teacher and it allows them to be present and not think about anything else. All the curriculum is done for you which is awesome!!

- Laura Lopez

EC is aware of the horse welfare. They work with universities such as Guelph

University with Gayle Ecker. EC is aware of the equine cognition and it is evidence based. Every being learns differently ❤

- Heather Hamilton

The certification provides a solid framework for safely and effectively working with horses to help the participants maximize their learning by discovering the power that they hold within themselves.

This new way of working with horses is based on a genuine connection built with the horse. By better understanding how the horse thinks, you can create a relationship where the horse willingly wants to honour the request you are asking of them.

- Garry Weis

I have spent my working career in industries that I have enjoyed and for the most part found satisfying. I never felt like I was working to move me forward. All my efforts, though proud of my accomplishments, were always for someone else to benefit. Becoming a certified facilitator with Equine Connection has given me a completely different direction - one that I get to determine the path and the outcome.

Though humans have been interacting with horses for approximately 25,000 years, to me it seems that it is only relatively recently that people have expanded from using horses to partnering with horses. For the welfare of the horse, to help them feel safe, it is important to understand how the horse thinks, feels and reacts to the stimuli that is presented to it. Thank you, Equine Connection, for implementing this method of working with horses. It is improving the life of horse and human by stepping up communication.

- Fran Wilson

Equine Connection strives to have the most current, facts driven and relevant knowledge for both horses and humans. I trust that if I get the info from them, it will be researched, researched and researched before it's ever mentioned! The support they give is amazing for every facilitator and I honestly don't know how they do it all!! They truly want people to continuously improve and to help people do it the best way possible.

- Sara Lavoie

Because it focuses on using horses as the teacher to allow people to experience their authentic selves through the voice of the horse. It creates self awareness and so much more within the individual. I just love it.

- Megan Weir

“ My training with Equine Connection has taught me to be “present” when I’m with my horses. It is beyond evident the amount of work that has gone into creating this amazing certification and the ongoing care & assistance for facilitators within the program goes above & beyond. The communication from Equine Connection is constant and encouraging. We can also be assured that we are implementing the most up to date methods in working with horses and understanding them to the best of our abilities.

- Sharon Verschaeren

The ongoing commitment of the Equine Connection to the greatest teachers in the world, our horses, and also their facilitators, is second to none. Their programming is a testament to their continuous commitment to the welfare of the horse. These programs not only enhance our horses well being but also our own lives and businesses. As Kari & Carolyn so graciously say - "You don't know what you don't know, until you know & THEN you do better" - and this is exactly why the Equine Connection is a leader in my EAL journey.

- Natalie Blair

The EC certification has allowed my beautiful horses and myself to help over 600 participants discover empowerment, resilience, confidence and find their voice free of charge through our charity in 5 years. Woot woot! Thank you EC!! Xx

- Michelle Beatty

This certification program is helping me move forward with some profound changes on both a personal level and with my current practice! I know in my heart that what I have learned through Equine Connections is going to propel my existing business to previously unimagined levels and genuinely help the people I work with become their most authentic selves and learn amazing new life skills. I am truly excited to step out of the role of counsellor and into the role of facilitator. I am pumped to be certified in EAL through Equine Connection and start using this amazing new Levelled Program with the spirited youth I already work with! And I am even more excited to expand my business to work with other service providers, women in business, and families. Equine Connection has given me the tools and everything I could possibly need to support the people who come to my practice to learn self-awareness, relationship skills, resiliency, and much more. Equine Connection teaches you how to facilitate this learning by getting the people you work with to understand their equine partners/teachers and learning the natural way horses speak and move. This program is truly transformational. With 20 years of experience working with spirited youth and their families, I know that for people to learn and utilize new life skills, they need first to feel like they can show up as themselves where the environment has to be physically and emotionally safe, and the objective needs to be clear and obtainable. They also need the opportunity to practice the new skills in hands-on/ real-life situations and experience the success they gain from utilizing the new skill before they can or are willing to integrate it into the rest of their lives. This brilliant program does all that and soooo much more- It truly is AMAZING!!!!!!

- Kerie-Lynn Hirsekorn

One of the main ways I find EC to be amazing is their willingness to incorporate new knowledge and advancements in our understanding of horse/human learning, interactions and parallels into their programs in order to be sure we are serving our clients to the fullest extent we can. Truly, they're the best!

- Libbie Zenger

It has given me the focus and direction to take my program. I knew I was going to offer programs for victims of trauma and abuse as well as offer woman's workshops, however, the EAL certification has provided the building blocks that are needed to impact the growth of my participants.

Listening to our horses, working with our horses, and being a partner with the horse can only be mastered if we don't pull on their head we can understand the language of the horse (using our bodies to open up and invite interaction or block advancements). It is important that we are responsive to their subtle communication while also communicating our intentions. Equine Connection is amazing because once again, they are putting the welfare of the horse in the forefront of their programs. WOOHOO!

- Suzanne Foresman

“ Kari, Carolyn, Jane and the team are amazing at what they do. This course exceeded my expectations and was so easy to navigate, despite it being online.

The Equine Connection crew are incredibly helpful and accessible. Definitely leaders world wide in the equine assisted learning space. This course has helped, my already successful horse business, thrive with happier horses who feel more like they are seen heard and apart of the team.

Get around it, you will not be disappointed.

- Ebs Newman

Equine Connection, Academy of Equine Assisted Learning, provided me with everything I need to start a new business. I love that there is online and in person support available to assist me on my journey. The powerfully skilled team of Kari, Carolyn and Karsyn are knowledgeable and compassionate. The Business Pack is a tremendous all-inclusive resource packed with everything you need to start up and run your business. Thanks for sharing such heart centered information about how to “connect” with horses on a deeper level to make their lives better as they help make human lives better. In the Spirit of Life

- Diane Baker

This certification course has profoundly transformed both my life and my horses. When I started, I was a novice with limited confidence in handling horses. Now, having completed the course, my confidence has soared, and I can engage with my horses in ways that ensure their safety and well-being. I've also learned the critical importance of equine dental care, a topic that had never fully crossed my mind before. The ability to work as a team with my horses to help others is truly incredible, and having the support of Equine Connection makes the experience even more rewarding.

- Stephanie Larrabee

Equine Connection, Academy of Equine Assisted Learning, is the focused program I needed to begin my equine business. They have provided me with the research-based curriculum that will help me to facilitate focused objectives to my clients. Once I began the program, I immediately knew I found my herd.

- Suzy Foresman

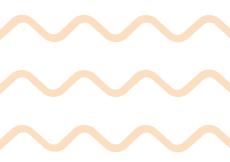
“ EAL is such a big part of our program at the Carl E Dahl house. We run the program with men in early recovery. The parallels between what they learn in EAL and addiction/ everyday life is incredible.

I would love to see the new updated programs, so we can use the new common practices to improve the way we work with our teachers out in the ring!

I love how Equine Connection is always looking for the best way to work with our beloved teachers. It can be easy to for companies to rest on their laurels when things are running smoothly. Equine Connection continues to be progressive with the animals best interest in mind.

- Thomas Johns

# Success Path



## EXPLORER

Checking out courses, deciding what kind of business you want to run, what you will need and feeling a little overwhelmed, confused and uncertain!

01

## GATHERER

Facing fears, reaching out to gathering information, creating a plan and a budget. Define tasks, timelines and goals.

02

## CONNECTOR

Connect to your people, your course, your network - who it is that will move you forward and make a commitment towards your goal. Get excited!

03

04

## BUILDER

Learn to navigate in your new business, seek support from your herd, find your target markets and get your business organized and rolling.

05

## LEADER

Running your business and being the leader of your life, the master of your destiny! You are running programs, helping people through working with horses, making a living and living your best life!

