



CASE STUDIES

www.equineconnection.ca

SEE HOW EQUINE CONNECTION'S CERTIFIED FACILITATORS - LIKE YOU COULD BE - ARE THRIVING!

To help you on your journey, we've put together inspiring case studies from facilitators around the world who have transformed their businesses with Equine Connection.

From launching successful programs to making a meaningful difference in their communities, these stories highlight the real-world results and possibilities that come from applying what you've learned.

Discover how facilitators are:

- ✓ Growing sustainable businesses doing what they love
- ✓ Confidently pricing their services and attracting ideal clients
- ✓ Making a lasting impact with their equine-assisted programs
- ✓ Finding support, connection, and ongoing success

Where are YOU in your journey? We'd love to hear from you and answer any questions you may have.

We're here to support you every step of the way!

Warmly,
Kari & Carolyn

You can also text us at 1-403-560-1153



CASE STUDY

LEAH DYCK

In 2015, Leah Dyck joined Equine Connection, transforming her wellness business and deepening her bond with horses. Guided by the principle “always bring it back to the horse,” she expanded from local sessions to a global platform, developing her own course on horse culture. Grateful for the support and mentorship, she encourages others to embrace Equine Connection’s life-changing impact.

A TRANSFORMATIONAL JOURNEY WITH EQUINE CONNECTION

Leah Dyck’s journey with Equine Connection began in 2015, marking a pivotal point in her professional and personal life. At the time, she was already running small wellness and balance sessions with her horses but sought a way to expand her business in a meaningful way—one that prioritized the well-being of both humans and horses.

What drew Leah to Equine Connection was its professionalism, comprehensive programming, and authentic approach. The organization’s ability to answer her questions with confidence and provide well-researched methods resonated deeply. With a ready-made business plan and a strong focus on collaboration, Equine Connection stood out as the perfect partner to help her elevate her work.

Building a New Path

Through the certification process, Leah found more than just tools for her business—she discovered a philosophy that centered on the wisdom of horses. A moment during her training stood out vividly: while struggling with a role-play scenario, her mentors, Kari and Carolyn, offered the simple yet profound advice to “always bring it back to the horse.” That single phrase became a guiding principle, shaping how she approached challenges both in business and personal life.

The training also equipped Leah with a wealth of facilitation skills that extended beyond her work. She found herself applying these skills not only in her sessions but also in her interactions with family and friends, enhancing her ability to connect and communicate effectively.

Community and Growth

The support Leah received from Equine Connection didn’t end with her certification. She describes the community as more than a network—it’s a family. Whether seeking advice, brainstorming ideas, or sharing challenges, Leah found herself surrounded by a group of like-minded individuals who were genuinely invested in her success.

Kari and Carolyn, the leaders of Equine Connection, became not just mentors but friends. Their openness to collaboration gave Leah the space to share her unique expertise, which led to the creation of her own course on horse culture and energetic exchanges. Encouraged by their belief in her, Leah developed and presented her program to the Equine Connection community, unlocking doors she had never imagined possible.

Transforming a Business

With the certification, Leah's business underwent a complete transformation. She expanded from small, localized sessions to an online platform that reached clients across the globe. Her income grew alongside her confidence as she combined the structured programs she had learned with her passion for horse culture and wellness. Leah's niche focus on energetic exchanges and horse culture set her apart in the equine-assisted learning field. She now assists other facilitators in incorporating these elements into their own practices, providing an added layer of insight and value to their work.

A Bright Future

Leah's goals are as ambitious as they are heartfelt. She plans to develop a full certification based on her Equus Empowered program, continuing to grow her offerings while staying deeply connected to the Equine Connection community. The certification, she says, not only gave her the tools to succeed but also instilled the confidence to embrace her unique style and passion.

Her advice to anyone considering Equine Connection's certification is simple: "Do it." She believes wholeheartedly in the program's ability to transform lives—not just through its curriculum but through the genuine care and dedication of its leaders.

A Message of Gratitude

Leah's journey is a testament to the power of connection—between humans, horses, and a supportive community. She remains deeply grateful to Kari, Carolyn, and the Equine Connection team for their unwavering belief in her potential and their commitment to the well-being of horses. For Leah, the experience has been nothing short of life-changing, and she looks forward to continuing her work of healing and connection, one step at a time.

LEARN ABOUT LEAH

- Co-owner of Stone Clad Farms
- Master Reiki Practitioner & Certified Equine Assisted Learning Facilitator
- Creator of Equus Empowered & Horse Culture & Energy Programs
- Lifelong horsewoman with experience in various disciplines
- Former manager of equine reproduction programs at veterinary hospitals and breeding farms.
- Background in holistic wellness through a decade-long involvement in vibrational healing modalities.
- Passionate about human-horse connections, promoting healing, growth, and well-being for both.

www.leahdyck.com



CASE STUDY

CASSANDRA STROMMEN

Equine Connection transformed her approach to horses, shifting her mindset from training to true partnership. Since certification, both her confidence and revenue have doubled, allowing her to grow her business and serve more youth. With the support of this incredible community, Cassandra is building a purpose-driven future that empowers both people and horses.

FINDING PURPOSE THROUGH EQUINE CONNECTION

Pursuing certification through Equine Connection was a transformative decision. It wasn't just about achieving a professional milestone—it was about embracing a deeper level of connection, understanding, and growth. Having spent over 40 years immersed in the equine world—training, competing in pro rodeos, buying, selling, and everything in between—I thought I knew it all. But Equine Connection opened my eyes to a whole new dimension of horse communication and energy.

I dove into the program with the goal of aligning with industry standards, improving my skills, and building a supportive network to guide me without the endless trial and error. What I gained was more than I had ever imagined. The certification wasn't just a badge of professionalism; it became a foundation for my confidence, my business, and even my relationship with my horses.

A Shift in Mindset

One of the most enlightening moments came during the training when I learned to shift my language and perspective. Instead of "using" my horses, I now partner with them. That simple shift in mindset created a powerful and authentic relationship with my equine partners. My horses began to thrive in their roles as teachers, responding with a level of confidence I hadn't seen before. Their growth mirrored my own as I gained clarity and purpose through the program.

Growth and Success

Since completing my certification, my revenue has nearly doubled—a testament to the confidence I've gained and the opportunities the program has unlocked. The ripple effect of this newfound confidence is extraordinary. With the increased income, I've been able to invest in barn renovations, enhancing both the care and environment for my horses.

The community aspect of Equine Connection is unparalleled. Through their platform, Workplace, I've had access to invaluable resources, from practical business advice to marketing support. No question feels too small, and no stone is left unturned. The guidance and shared knowledge have empowered me to create a thriving business that serves both my clients and my horses.

Advice for Those Considering Certification

If I could offer one piece of advice, it would be this: Don't hesitate. Invest in yourself. You are worth the time, money, and resources it takes to grow. The more you pour into yourself, the more you can pour into others. It's a cycle of growth and giving that aligns with your true purpose.

Equine Connection has given me everything I need to succeed—not just in business but as a servant leader who prioritizes the well-being of others. My goal for 2025 is ambitious: I aim to double the number of youth groups I serve. With the tools, support, and community I've gained through Equine Connection, I'm confident in achieving it.

Gratitude and Purpose

This journey has been about so much more than certification. It has been about stepping into my purpose, building a business rooted in authenticity, and forging a stronger bond with the incredible animals I partner with every day. Equine Connection has been a guiding light, helping me create a thriving, purpose-driven business that truly serves.

To Kari, Carolyn, and the entire Equine Connection community—thank you for the knowledge, encouragement, and inspiration. This journey has changed my life, and I know it will continue to open doors for years to come.

LEARN ABOUT CASSANDRA & 4S RANCH

- The 4S Ranch Story: How We Came to Be
- Started as a family retreat for raising kids and competing in rodeo.
- Corporate life felt unfulfilling, leaving no time for family or her passion for horses.
- Eddy's (Cassandra's husband's) successful farrier business inspired her to quit her job and help him.
- This shift sparked a new purpose—serving others through summer camps for youth.
- Founded 4S Ranch & Forge, LLC, combining Eddy's farrier business with Equine Assisted Learning (EAL).
- Earned EAL certification, expanding to serve families, youth, teens, and special populations.
- Now serving over 200 people through camps, leadership programs, and experiential learning.
- Committed to quality, purpose-driven programs that empower participants to live their best lives!

www.4sranch.org



CASE STUDY



SARA LAVOIE

Got Your Six Equine Assisted Learning was created to support military personnel and first responders in their trauma recovery journey. With the skills gained from Equine Connection certification, the founders emphasize authenticity and healing in a down-to-earth, judgment-free environment. Their mission is to provide trauma recovery and life skills to those who have given so much.

FROM VISION TO IMPACT: THE STORY OF GOT YOUR SIX EQUINE ASSISTED LEARNING

For many years, life for the founders of Got Your Six Equine Assisted Learning revolved around the oil and gas industry—a world where credentials, training, and certifications were essential markers of competence. It was a realm of high expectations and rigorous standards, but it left little room for personal fulfillment or connection. That all began to change in the spring of 2024, when a certification program offered by Equine Connection opened a door to a new path.

Finding the Right Fit

Like many people seeking meaningful careers, the founders initially wrestled with doubt. “Imposter syndrome hit hard,” they admitted. “We questioned if we were the right people to run this kind of business. But then it clicked—this isn’t a race. We’re all capable of making a difference.” With that mindset, they dove headfirst into certification, determined to create something meaningful. The choice of Equine Connection wasn’t random. The founders wanted a program that emphasized not just the horses but also the business side of things. “Equine Connection stood out because it’s Canadian-based with global reach. The ‘business park’ was a game-changer—a treasure trove of information, guidance, and resources that didn’t just leave you on your own after certification.”

A Defining Moment

During the hands-on portion of their training, they worked with a mare named Faye, who was feeling particularly “spicy” that day. The activity involved guiding a blindfolded participant through a task, and one of the founders volunteered to take on the blindfolded role, confident in their team’s ability to lead. However, things didn’t go as planned.

One of the team members became overwhelmed with anxiety, nearly having a panic attack, while the other froze in uncertainty. The exercise came to a halt, and Carolyn, one of the instructors, stepped in to debrief the group.

“I learned a powerful lesson that day,” they reflected. “I felt safe, but I hadn’t considered if my team felt the same. That moment taught me to be more aware of the people around me and to ensure everyone feels secure and supported.”

This lesson didn’t just impact their facilitation style; it carried over into every area of their life, making them a more empathetic leader and collaborator.

A Unique Approach

Got Your Six isn't your typical equine-assisted learning business. Its founders bring a no-nonsense attitude honed from years in the oil field. "We're rough around the edges—tattoos, salty language, and all. But that's what makes us relatable to the people we serve." Their primary focus is on military personnel and first responders—groups often overlooked in self-help or life-skills programs.

Drawing from personal experiences with trauma and a deep appreciation for the sacrifices made by those in uniform, they've created a space where these individuals can feel understood and supported. "We're not here to sugarcoat anything. We offer a real, down-to-earth environment where people can heal without pretending to be someone they're not."

Building a Foundation

Though still in its early stages, Got Your Six is steadily growing. The first programs ran as pilots, and the team is preparing for a full launch in the spring. Their certification has not only provided them with the skills to facilitate impactful sessions but also the confidence to approach potential collaborators like therapists and nonprofits.

One of their biggest lessons? Start small. "The certification taught us that perfection isn't a prerequisite for starting. You don't need to have everything figured out on day one. Just start. Healing, growth, and progress all begin with taking that first step."

A Vision for the Future

The ultimate goal for Got Your Six is to run the business full-time, leaving behind their oil field careers. Short-term plans include running two programs a month from May to October and using the winter months to build connections with local organizations. They also hope to expand their offerings to include grief certification, recognizing the profound loss experienced by their target demographic.

Why Equine Connection?

For the founders, Equine Connection wasn't just a certification—it was a community. "This is the first group outside of the oil field where we've felt completely comfortable. It's a space where everyone is welcome, regardless of background or personality. You're encouraged to be yourself, and that's rare." The certification also provided a framework for their unique business approach. It reinforced the idea that their authenticity—tattoos, salty language, and all—was a strength, not a weakness. "The people who need us will find us because they know we're real. They don't have to pretend or fit into a mold here, and that's where the healing begins."

A Final Message

To anyone considering certification with Equine Connection, their advice is simple: just do it. "This program changes lives, starting with your own. You don't have to have all the answers or the perfect setup. Take the leap, invest in yourself, and watch what grows from that first small seed."

Got Your Six is more than a business—it's a mission to give back to those who've given so much. With the support of Equine Connection, they're proving that healing and growth are possible for everyone, no matter where they come from.

LEARN ABOUT SARA

- Born and raised in Peace Country
- Helping others is her passion, driving her to share the gift of horses.
- Got Your Six EAL is a longtime dream of Sara & her husband Ken, inspired by their own experiences with trauma and their backgrounds in oil and gas.
- Recognizing a community need, they created a space for authentic, empowering support.
- Focused on military personnel, first responders, and their families, they assist those recovering from trauma, PTS, OSI, and depression."

www.gotyoursix.ca



CASE STUDY



JANE HEMINGWAY-MOHR

Jane is a leadership expert who combines corporate experience with her passion for horses. She founded Leading Edge Professional Development and is the only certified Equine Connection instructor in the southern hemisphere. A competitive show jumper and riding coach, she believes horses are the ultimate life coaches, helping people grow.

A DECADE OF TRANSFORMATION: JANE'S JOURNEY WITH EQUINE CONNECTION

Early Passion for Horses

Jane Hemingway-Mohr had always been captivated by the bond between humans and animals. From a young age, her love for horses was undeniable. At just nine years old, she convinced her parents—despite their lack of understanding about her equine obsession—to let her begin lessons at a local riding school. What started as simple riding lessons quickly evolved into a full immersion in the care and companionship of horses. Jane found joy in grooming, tacking, and even cleaning up after them.

A Traditional Career Path

However, life took Jane on a more traditional path for a while. She completed school, attended university, and pursued a successful career in marketing communications, even living overseas in Germany. But her love for horses never faded. Years later, when her daughter requested a pony party for her fifth birthday, Jane's passion was reignited. That one party led to riding lessons, horse leases, horse purchases, and eventually, the acquisition of a property.

Discovering Equine Connection

Living alongside horses every day, Jane realized something profound: horses had a unique way of connecting with people, a gift that extended far beyond her own experiences. It became clear that this connection could impact others in transformative ways. Armed with her corporate background, Jane began exploring how to merge her professional expertise with her equine passion. In 2015, Jane found her answer with Equine Connection. She was drawn to the program's structure, research-based methodology, and the strong network of facilitators and mentors. The certification offered not only a deep understanding of equine-assisted learning but also the tools to build a thriving business. For Jane, the program's comprehensive nature—covering facilitation techniques, business strategy, and horse welfare—was exactly what she needed.

Starting Leading Edge Professional Development

As she embarked on her journey, Jane founded her business, Leading Edge Professional Development, in Sydney, Australia. Initially catering to a wide range of clients, she later narrowed her focus to corporate leadership and team development, renaming the business to reflect its new direction.

One of the most transformative aspects of the certification for Jane was the emphasis on facilitation rather than teaching. Allowing clients to interpret their experiences with the horses, rather than being directed, was a skill she practiced and honed over time. This approach, she realized, was key to empowering clients to discover their own insights and growth.

A Defining Moment in Training

Jane vividly recalls a moment during her training that solidified her belief in the power of equine-assisted learning. During a session, one of the horses laid down—a rare behaviour, according to the horse's owner. This act was more than just a physical response; it was a profound message in the context of the participants' interactions. For Jane, this moment highlighted the horses' unparalleled ability to communicate and mirror the emotions and energy of those around them.

Business Growth and International Opportunities

Over the years, Jane's business flourished. She expanded her expertise by taking additional courses, including Teaching Horses, which further deepened her understanding of leadership development. The foundation she gained from Equine Connection allowed her to confidently pursue new opportunities, including international collaborations and engagements with high-profile corporate clients.

One of Jane's proudest achievements came when a major international company entrusted her with their leadership development programs. The success of these sessions led to ongoing collaborations, solidifying her reputation as a leader in the field.

The Support of the Equine Connection Community

Throughout her journey, Jane attributes much of her success to the unwavering support of the Equine Connection community. From mentors like Kari and Carolyn to the broader network of facilitators, she found guidance, camaraderie, and invaluable resources at every step. Jane believes that the ongoing commitment of Equine Connection to its facilitators sets it apart from other programs.

Looking to the Future

Today, Jane's business stands as a testament to her dedication, adaptability, and the unique bond between humans and horses. Her focus remains on delivering high-quality programs that prioritize self-awareness and personal growth. For those considering a path in equine-assisted learning, Jane offers heartfelt advice: "Do your research, but trust that Equine Connection provides an unparalleled foundation. If you're ready to pursue your dreams, just do it—it's worth every moment."

Looking ahead, Jane is excited to continue growing her business, expanding her reach internationally, and helping more people unlock their potential through the wisdom of horses. As she reflects on the past decade, she remains profoundly grateful for the opportunities Equine Connection has provided, the lessons she's learned, and the lives she's been able to touch along the way.

LEARN ABOUT JANE

- Expert in leadership development, combining a passion for horses with corporate experience internationally.
- Qualified Equine Assisted Learning facilitator and founder of Leading Edge Professional Development.
- Certified Instructor for Equine Connection in the Southern Hemisphere.
- Believes horses provide honest, immediate, and unbiased feedback, helping people grow.
- Accredited riding coach and competitive show jumper.
- Married with four children, three dogs, three cats, and many horses.

lepd.com.au



CASE STUDY

MIRANDA SUNDERLAND

Miranda Sunderland, a former competitive rider, discovered her true calling in equine-assisted learning after becoming certified with Equine Connection in 2016. This transformative experience not only deepened her personal growth but also influenced her parenting, inspiring her to create Back In Touch Learning. She values the program's simplicity, flexibility, and supportive community. Now focusing on homeschooling, Miranda looks forward to reigniting her business and helping others grow through the wisdom of horses.

A JOURNEY BACK TO CONNECTION: MIRANDA'S STORY

Miranda Sunderland's journey with horses began in her youth, spending hours riding and training at Spruce Meadows, a renowned international showjumping facility. However, despite the prestige of the environment, Miranda realized that she didn't aspire to the competitive stage. Instead, she sensed that horses held a deeper purpose—something beyond being tools for sport or performance.

This realization led Miranda to explore ways to work with horses that aligned with her values. Initially, she tried another equine-assisted learning program but found it challenging and disconnected. The program lacked the structure and clarity she needed to bridge the exercises with meaningful outcomes, leaving her unsure how to move forward. That all changed when she discovered Equine Connection.

In the spring of 2016, Miranda completed her certification with Equine Connection, and it was a transformative experience. She was so impressed with the program that her husband became certified later that same year. Unlike other approaches, Equine Connection emphasized working with horses in a way that didn't require therapy qualifications. The simplicity and accessibility of the methods excited Miranda, opening a door to a future where she could work with her horses in meaningful and impactful ways.

A Certification That Transforms

During her five-day certification course, Miranda experienced profound moments in the arena. The horses became her teachers, helping her to pause, reflect, and truly listen to what was happening within herself. It was a wake-up call to focus on what truly mattered: the body, heart, and spirit.

"The lightbulbs started going off," Miranda recalled. "In this fast-paced world, we forget what's deep inside. This certification taught me to connect with those parts of myself and use that understanding in my business and family life."

The lessons she learned weren't just for her clients—they deeply impacted her role as a mother. With two young boys, aged three and five, Miranda found that the principles she gained from working with horses enriched her parenting. By observing and responding to her children in the same mindful way she worked with horses, she created a more intentional and connected family dynamic.

A Supportive Community

One of Miranda's favorite aspects of Equine Connection is the continuous support. From training videos to an active facilitator network, the program provides a wealth of resources that ensure no facilitator

feels isolated. Whether brainstorming logo ideas, troubleshooting client challenges, or refining program delivery, the community offers constant encouragement and guidance. “When you’re facilitating alone, it can feel isolating,” Miranda explained. “But Equine Connection’s community reminds you that you’re part of something bigger. The conferences are especially energizing—they reignite your passion and connect you with like-minded people across the globe.”

Miranda also appreciated the program’s emphasis on lifelong learning. With access to videos and resources, she could revisit lessons, refine her skills, and continue growing as a facilitator.

Building a Business That Fits

Equine Connection’s flexibility allowed Miranda to shape her business, Back In Touch Learning, to fit her life. Based in Cluny, Alberta, she hosted clients from neighbouring provinces, including Saskatchewan and British Columbia. It was a humbling experience to see clients travel significant distances to participate in her programs, a testament to the transformative power of working with horses.

Though she’s currently taking a step back from running programs to focus on homeschooling her children, Miranda remains confident in her ability to restart when the time is right. The certification’s structure and resources ensure that everything is in place to pick up where she left off.

“My goal is to show my kids that they can create a life they love,” Miranda shared. “This business is about more than making a living. It’s about inspiring my children and clients to imagine and pursue the life they want.”

Why Equine Connection Stands Out

For Miranda, the strength of Equine Connection lies in its simplicity and effectiveness. The programs don’t require facilitators to be therapists, making them accessible and approachable for clients who might shy away from traditional therapeutic settings. Instead, the focus is on teaching life skills that are universally needed and immediately applicable.

“The lessons learned alongside horses stick with people for life,” Miranda explained. “It’s not just sitting in a classroom—it’s experiential, transformative, and unforgettable.”

Looking Ahead

As Miranda envisions the future, she’s excited to grow her family alongside her business. Her dream is to create a space where her children can learn from the wisdom of horses, building confidence and creativity. She’s also eager to continue working with clients, using the profound insights of equine-assisted learning to help others achieve personal growth and transformation.

To anyone considering the certification, Miranda’s advice is simple: “Take the leap. It’s an investment in yourself and your future. The support, knowledge, and community at Equine Connection will give you everything you need to succeed.”

With the foundation laid by Equine Connection, Miranda knows her journey with horses is far from over. Whether she’s facilitating programs, raising her children, or reflecting on the lessons her horses teach, she carries the values of connection, presence, and growth in every aspect of her life.

LEARN ABOUT MIRANDA

- Grew up on a farm in Southern Saskatchewan, developing a love for horses through 4-H and training her own.
- Trained at Spruce Meadows and earned a Diploma in Equine Studies from the University of Guelph.
- Founded Back In Touch Learning, offering equine-assisted learning to help clients build confidence and resilience.
- Homeschools her children, integrating experiential learning while balancing family life and her business.



CASE STUDY



JESS KEENAN

Jess creates experiential leadership programs that develop emotional intelligence, communication, and team dynamics. Using nature-based learning and horses as teachers, she fosters real growth in leaders and teams. Based in Willalooka, she runs workshops across the Adelaide Hills for metro and rural sectors.

EARLY PASSION FOR HORSES AND PERSONAL DEVELOPMENT

Jess's journey began with a deep love for horses. At 14, a mentor introduced her to the idea that horsemanship was tied to personal development. She learned to control emotions, communicate flexibly, and develop awareness—lessons that shaped her leadership. By 16, Jess understood that the principles of horsemanship—self-awareness, emotional control, and communication—were essential to life success. Despite her passion for horses, she didn't realize there was a field that applied them to personal growth without riding.

Discovery of Equine-Assisted Learning

In her mid-20s, Jess discovered equine-assisted learning, a perfect blend of her love for horses and passion for human development. She dreamed of one day running a business that used horses as facilitators for growth.

Personal Challenges and Triumph

Just after paying her deposit for the certification, Jess found out she was pregnant. Faced with the decision of whether to defer, she chose to push ahead, traveling to Sydney with her newborn to complete the training. The in-person certification proved to be an invaluable experience. Jess gained confidence through hands-on practice, participated in programs as a client, and received direct feedback from trainers—all of which helped her feel prepared to run her own programs.

Overcoming Challenges and Learning from Horses

During the certification, Jess had a breakthrough moment that deepened her understanding of equine-assisted learning. Paired with a horse named Bat, she and another participant struggled to get him to move through a simple obstacle course. Despite their horsemanship skills, Bat refused to cooperate. It was a humbling experience that taught Jess the importance of teamwork, effective communication, and self-awareness—core principles of the equine-assisted learning model. This moment solidified her belief in the power of horses as teachers and the effectiveness of the programs.

Building Confidence and Running Programs

With the certification behind her, Jess felt empowered to advertise her first program. Despite the challenges of having a newborn, she managed to run her first youth program just five weeks after certification and a full women's workshop eight weeks later. The support from the Equine Connection

community, including guidance on how to advertise programs and create promotional materials, was crucial in helping her take the leap. Within two months, Jess was already seeing a return on her investment.

Continuous Growth and Support from the Community

Equine Connection's ongoing support, including access to online resources and a supportive community, played a key role in the growth of Jess's business. She relied on training videos for guidance on briefing and debriefing sessions and to ensure she was always prepared for her workshops. The global support network also provided valuable insights, allowing her to overcome challenges and continue building her business with confidence.

Expanding Her Business and Professional Development

After six years of running successful programs, Jess decided to take her business to the next level. She added certifications in coaching, emotional fitness, and

behavioural profiling to complement the equine-assisted learning programs. With these new skills, she was able to offer more comprehensive leadership development programs for businesses. Despite expanding her services, she remained committed to the fact that her equine-assisted learning programs were still the foundation of her offerings.

Achieving Major Milestones

By early 2024, Jess reached a major milestone: she ran her first four-day workshop for a global company and invoiced \$53,000. This success was made possible through her certification with Equine Connection, which provided her with the knowledge and framework to offer high-quality training and development services. This achievement marked the culmination of years of hard work, skill development, and business growth.

The Importance of Certification and Support

Reflecting on her journey, Jess emphasized the importance of having the right certification and support when starting a business in equine-assisted learning. She acknowledged that many people are interested in the field but lack the necessary training and resources to succeed. The safety aspect, in particular, is crucial, as insurance companies are increasingly requiring proof of formal training. Jess's certification from Equine Connection allowed her to provide a safe and effective service, which in turn made her business viable.

Advice for Aspiring Equine-Assisted Learning Facilitators

As more people are drawn to the field of equine-assisted learning, Jess offers advice to those considering certification. She encourages aspiring facilitators to choose a training organization that provides objective-based programs and comprehensive support. The right training not only equips facilitators with the skills needed to run effective programs but also builds confidence and ensures they can deliver results to their clients. For Jess, the journey has been one of continual learning, growth, and the fulfillment of her dream to blend her passion for horses with her desire to help others.

LEARN ABOUT JESS

- Jess has a diverse background in Agronomy, Beef Production, Mining, Viticulture, Contracting, and Direct Sales.
- She founded Leading Change Experiences in 2017
- She has served over 800 individuals, from neuro-diverse children to corporate executives.
- Outside of work, Jess is a mother of three, enjoys horse riding, and is passionate about the outdoors, quantum physics, and people's life stories. She and her partner Scott are building a Training and Event facility on their Willalooka Farm.

leadingchangex.com.au

Our certification program is one-of-a-kind,
where the horse comes first, as they are the
true teachers in this career! We prioritize the
horse in equine-assisted facilitation and
combine it with business training that
transforms your dreams into actionable
results, for your success!

Nobody else can determine where you go in
this life but YOU!



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