

» Equine AHA! Experience
Welcome to a
New World of Learning



**7. EAHAE
Jahreskonferenz**

6.– 9. September 2011
in Hamburg

Organizers & hosts:
DIE PFERDEAKADEMIE
G&K HorseDream GmbH
ZENTAURUS

EQUINE AHA EXPERIENCE

Welcome to a New World of Learning

7th Annual Conference
September 6-9, 2011

Gut Schönau, Reinbek/Hamburg
Germany

Organized and hosted by

DIE PFERDEAKADEMIE
G&K HORSEDREAM GMBH
ZENTAURUS

Vision of the EAHAE

The vision is...

**...to establish and develop
Horse Assisted Education
as a general form of personal and
professional development
in (not only European) enterprises,
organisations, institutions, societies,
and for personal purpose.**

Conference Schedule

Tuesday
6th September
18:00 - 21:00

Welcome Party

Wednesday
7th September

1st Conference Day

09:30 - 13:00

Conference Welcome

Presentations

“A Journey that takes you to where it began... ”
Koen Van Landeghem, Mexico

Break 11:00

“Horse Assisted Education as a part of longer development programs in organizations” (client expectations, participants insights, synergy effects)
Agata Wiśniewska, Poland

“Mental attitude of the horse in relation to his physical condition”
Dr. Jean-Louis Stauffer, Switzerland

13:00 - 14:00

Lunch

14:00 - 18:00

Discussion: World Café

Topics:

- New HAE business: What works best?
- How to market our business? Experiences, what works, what doesn't?
- HAE pricing: experiences, references, examples?
- Selection of HAE horses: character, breed, gender, standard of education, age?
- HAE exercises (continuing the "Bank of Exercises" document of the Warsaw conference): experiences, outcomes, risks, chances?
- Horse Assisted Educator out of the comfort zone (experience exchange, difficult situations, lessons learnt)
- Horse Assisted Education in big corporations (what kinds of needs does HAE address, what kind of projects are done mostly)
- Buying process of Horse Assisted Education seminars in corporations (What is the process? Individualized offer, telephone, meeting?)
- The EAHAE profile. How do we represent EAHAE to the outside world?
- The 2012 HAE Congress: How do reorient/refocus our future EAHAE conferences creating a shared value for both members and HAE clients?

Break 15:30

Dinner 19:00

**Thursday
8th September**

2nd Conference Day

09:30 - 12:00

Presentations

**“Horse Assisted Education in Science”
An open interview with Franziska Bogner by Verena Neuse**

Break 11:00

**“The Four Energies of Leadership”
DDr. Fritz Hendrich, Austria:
Consultant, trainer and coach**

12:45 - 13:45

Lunch

14:00 - 16:30

**Horse work
Practical Examples and Hands-on Exercises**

Coffee 16:45

17:00 - 18:00

**“A client perspective of HAE leadership-training.
Why with horses? Benefits? Changes?”
Gero Seidler (Managing Director)
Hannover Aviation Ground Services GmbH**

18:00

Barbecue

**Friday
9th September**

3rd Conference Day

09:30 - 13:00

Presentations

**“Be a leader worth following”
Kerstin Weibull Lundberg, Sweden**

**“Horses and Stories, a Combination of
Ancient Healing Energies”
Jacolijne Coops, The Netherlands**

Break 11:00

**“Healing for the Healing Horse”
Margrit Coates, United Kingdom
The World's Leading Horse Healer and Renowned Horse
Communicator**

13:00 - 14:00

Lunch

14:00 - 16:00

**“International Development of EAHAE”
Gerhard Krebs, Germany & David Harris, United Kingdom**

Website-Award

Good-bye

MODERATION AND INFORMATION



Bettina Städter, ZENTAURUS, holds a university degree in economics and social communication. She founded and led an advertising agency in Hamburg for over 13 years and worked as a Marketing & Sales Manager for over 3 years. Bettina used to work as a horse trainer and trail guide on a purebred Arabian Stud Farm in South Africa for one year. With over 30 years of experience working with horses combined with 16 years leadership position she is the founder of "ZENTAURUS Personal and Leadership Training with Horses." Since 2007 she has focused on horse-assisted workshops for national and international companies and institutes by using Arabian horses as a trainer. ZENTAURUS belongs to one of the main Horse Assisted Education companies in Germany. She has been certified as a HorseDream Trainer in 2007 and is EAHAE Commissioner for North Germany. Bettina continues increasing her knowledge by qualifying in Business Coaching in 2011.



Gesine Bohm, kreativ training, who holds a University degree in Social Sciences, is a training & development professional and has been with horses for over 20 years. She is passionate about communication and learning – related to humans as well as to horses. Having worked as a trainer, consultant and project manager in international and national companies, she founded her own company in 2007. Besides managing her own company, Gesine is a university lecturer at the University of Göttingen for leadership, teambuilding, corporate culture and values in business. She certified as a HorseDream Partner in 2009.



Melba-Linda Schertler, Horse-Alliance, is a native Australian who settled in Bavaria, Germany after working in the US, Austria and England. In Germany, Melba has been working for multi-national companies in the field of communication, since 1971. Today, she is the director of International Communication Coaching. Her company Horse-Alliance also works together with other licensed HorseDream partners in Europe. Melba is NLP Master Practitioner (ITS, London), NLP Coach (ITS, London), Intercultural Trainer (ICI, Portland OR, USA), Equine Guided Educator EGE, CA, USA (2005), Licensed HorseDream Partner (2006), Member of EAHAE Advisory Board, EAHAE Commissioner for South Germany.



Karin Krebs, G&K HorseDream GmbH, born 1955, has been working as an entrepreneur since 1985, as an Horse Assisted Educator since 1998. In the HorseDream concept she is especially responsible for reduction. Karin & Gerhard initiated the EAHAE in August 2004 together with 8 founding members from Austria, Denmark, England, Germany and Switzerland. Besides leadership and team trainings for companies they provide national and international Train the Trainer Seminars addressing coaches and educators, who want to get into the Horse Assisted Education business, as well as HorseDream Partner License Workshops.



Steffen Krebs, G&K HorseDream GmbH, born 1982, joined G&K HorseDream GmbH 2007 after studying economy and working at T-Online, the internet department of German Telekom. He passed all different HorseDream corporate trainings, the EAHAE Train the Trainer seminar and the HorseDream partners workshops. Since beginning of 2011 he is the first horse assisted educator in second generation. He is married to Sarah, who is HorseDream's seminar assistant since 2003.

PRESENTATIONS AND PRESENTERS

“A Journey that takes you to where it began...”

Koen Van Landeghem, Mexico

This seminar focuses on the process of development, be it of the mind, consciousness, relationships, business or markets. The aim is to provide a successful, practical and easily applicable model for Growth, which builds on principles of modern learning theories, Developmental as well as Cultural Psychology, Ancient Chinese and Celtic wisdom.

This model is an eclectic journey with the energy of a spiral staircase that leads learners, your customers, or your company 360 degrees back to the starting position, only to see everything from a different perspective, and with the Desire to go beyond.



Born in Africa, **Koen** grew up in Belgium where he studied Social Science and Modern Languages.

He acquired a very broad business experience, which includes the services industry, hospitality, publishing and education. He has lived in Mexico for the past twenty five years, where he worked several years as a teacher, teacher trainer, and school administrator before joining Cambridge University Press in 1991. In that Company he held several positions, including director of sales, member of the Board in New York, and general director for Latin America.

Koen became intensely involved in technological innovation in the educational business in Asia, Europe, and Latin America. In 2010, after a horse ride in the Andes, he understood that it was time for a change, and to restore his life balance. This quest led him to a training with Gerhard and Karin Krebs. As a result Koen and his Taiwanese partner, Catherine, founded EQiLeader, the HorseDream partner in Mexico.

**”Horse Assisted Education as a part of longer Development Program in Organization (client expectations, participants insights, synergy effects)”
Agata Wiśniewska, Poland**

The presentation outlines the process of incorporating the Horse Assisted Education workshop in longer Development Program.

- Client expectations
- Participants insights
- Synergy effects
- Risks
- Horse Assisted Education as the basic method in whole Development Program



Agata Wiśniewska

Owner and managing director in company offering Horse Assisted Education development programs HorseSense (former Spirit of Leadership), Licensed HorseDream Partner since 2006, ambassador member of European Association of Horse Assisted Education (EAHAE).

For 10 years, she has been working as Manager in an international consulting company PricewaterhouseCoopers in Germany and then in Poland. Her experience gained by managing teams both in her home country and abroad resulted in her great understanding of leading processes and “inner world” of the organizations.

She is pioneer of Horse Assisted Education in Poland. Her company Horses has offered seminars with horses as trainers for corporate clients since 2006. Agata leads also EAHAE qualifying Train the trainer Seminars and HorseDream License Programs in Poland.

She introduced Horse Assisted Education workshops in following organizations:
AIESEC, GE Money Bank, Bank Millennium, Bayer, AIB Group (Ireland), Capgemini, CitiBank, CTI, DHL, Hewlett-Packard, ING, PricewaterhouseCoopers, Procter&Gamble, Teva, Polish TV, and others.

“Mental attitude of the horse in relation to his physical condition” Dr. Jean-Louis Stauffer, Switzerland

Horses need to be quiet themselves, confident with other horses, loving to work with unknown people. They must be used to be touched without reacting in any kind of aggression.

The conditions for a horse to be in perfect communication with us depend on many of the following factors :

- The daily environment is of main importance.
- Food, quality of life in the stable, grooming attitude, pasture, free with other horses.
- The physical side activities lead to well being : jumping, dressage or work on the ground, etc.
- Horses need a leader.

Health versus pathology :

- The self healing is in every horse, negative situation in long term leads to pathological affections.
- Diseases lead to lack of communication, aggressivity of the horse by direct contact.
- Physical pain : -muscle, articulations, tendons .
- back, cervical, legs, fasciae interaction.

Examples of somatic lesions leading to adverse reactions :

- C3 - C5 : stifle, pain by moving the neck.
consequences : head movements unexpected, can walk on the feet of the participants by turning or side movements.
- TH18 - L1 : very common affection , painful, weakness of the back, lack of muscles, leading to head shaking
consequences : biting, kicking, reluctant to be touched behind the shoulders, tightening the gurt shows adverse reactions.
- Junction sacrum and lumbalarea : lack of movement of back hind
consequences : kicking by touching the back hind.
- Any back lesion can lead for example to
 - headache and its consequences.
 - metabolic disorder : liver, kidney, gastric ulcer, allergical reactions.

Conclusion :

If your horse changes his attitude in any kind of exercise, never forget evaluating physical problems. Horses tend always to give their best if we allow them physically to do it.



Dr Jean-Louis STAUFFER

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Dr. Jean-Louis Stauffer is Licensed HorseDream Partner since 2010.

“Horse Assisted Education in Science” An open interview with Franziska Bogner by Verena Neuse, Germany

Starting off the second conference day is an interview with Franziska Bogner held by Verena Neuse. The matter of interest hereby is a study, the interviewee has carried out the past five months which was seeking for an all-embracing summary of the scientific findings on HAE in Germany.

The interview will give a general overview of the momentary status of science on HAE in Germany, the set up of this particular research project, different opportunities and constraints the researcher had faced and last but definitely not least, some advice to the international scene of contractors with regards to a significant proof of the effectiveness of this service.

Franziska Bogner will talk about how she dived into that topic without having had any professional relation to HAE, what she experienced and what was of surprising nature. Verena Neuse, who has supervised Franziska during her research phase, will critically challenge the findings.

This interview is of interest for those members of the EAHAE that have ever wondered how scientific projects regarding HAE can look like, what kind of research has been done so far and if education with and around horse is significantly effective to its participants. Dive with us into the depths of science and decide for yourself if and how you want to scientifically underline your offerings!



Verena Neuse belongs to the main providers of Horse Assisted Education in Germany. In 2005, she quit her position as Head of Corporate Education and founded DIE PFERDEAKADEMIE Training & Coaching in Reinbek near to Hamburg/ Germany.

With her company, the business economist and certified management trainer found her individual way to combine 35 years love of horses, 10 years of corporate training experience and her personal idea of an effective way of human communication and leadership.

Verena was the first one joining the HorseDream license programme in 2006 and is the EAHAE Commissioner for Standards and Ethics.



Franziska Bogner, graduate of the four year bachelor program “Equine, Leisure & Sports” in the Netherlands, is currently supporting DIE PFERDEAKADEMIE as a trainee.

After working as an operational manager in Namibia, being a junior marketing assistant at a wholesaler for riding equipment in Germany and studying half a year at the University of Kentucky, Franziska committed her bachelor thesis to the investigation of the actual scientific findings on Horse Assisted Education in Germany.

In the future, she will do her masters in “Equine Science and Management” and preferably wants to specialize on equine events. Reason for that are the respective impressions she made as a volunteer at the FEI World Equestrian Games 2010 in Kentucky.

“The Four Energies of Leadership” DDr. Fritz Hendrich, Austria

One main topic of horse-assisted education is to work on the people's behavior in communication and leadership. Making it visible, making it understandable, making it manageable in a way of emotional intelligence and social competence.

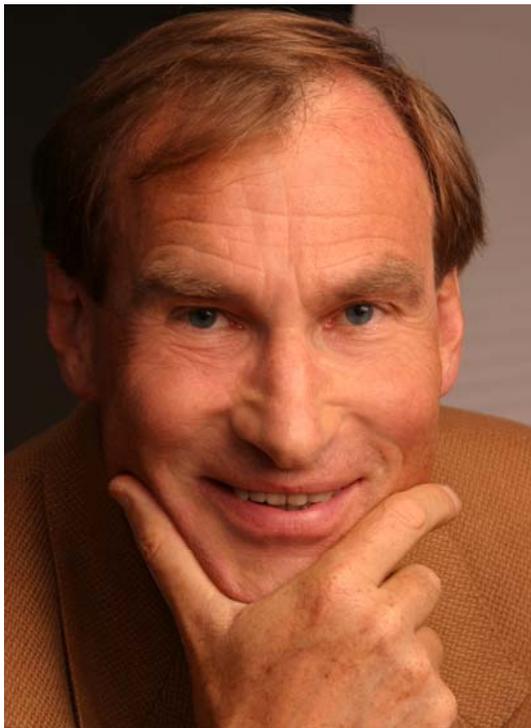
When we strive to understand the world as we perceive it every minute, we need categories for orientation. The categories for understanding behavior we call typology.

Creative psychologists are offering us a new and better typology almost every year. But truth and utility should not be judged by the news value of the “dernier crie”. For understanding the world there is a typology which is proven for thousands of years used as the oldest structure in our culture: the images of the four elements.

When there is “fire on the rooftop”, you need a different kind of leadership as when the waters and waves of emotions need to be calmed. And an airy visionary is an other kind of leader than an earth-bound rationaliser.

So the deep understanding of this traditional typology gives practical advises to the best leadership-style and management-tool in the adequate situation.

Fritz Hendrich will present you the four basic types of behavior very impressively illustrated by his co-trainers like Robin Williams, Meryl Streep, Clint Eastwood, Anthony Hopkins... with short takes out of their best movies.



Dr. Dr. Fritz Hendrich got promoted in law and economics. After his job as a journalist during his studies and following his management-positions in publishing and tourism he has been working now for 30 years as a freelance consultant, coach and trainer for companies and their managers in Austria, Germany, Switzerland, Russia and the United Emirates.

Leadership, strategy and organisational behavior are the subjects of his lectures at the universities of Graz, Linz, St. Gallen, Krems and Bruges (Collège d'Europe) and of his books “Die vier Energien der Führung” (1999), “Das Leader-Buch” (2002), “Horse Sense” (2003) und “Simplicity” (2006). His books are published in German, Arabic, Korean and Czech.

- Our company
- Why with horses?
- Benefits
- Changes

A client perspective of HAE
leadership-training

Hamburg, 08th of September 2011



Gero Seidler (Managing Director)

**Hannover Aviation Ground Services
GmbH**

“To be a leader worth following” Kerstin Weibull Lundberg, Sweden

To be a leader worth following is not just about developing your ability to achieve results or to create motivational goals. It's about to do and be you very best as a human being at all times and to empower others around you, employees, clients / patients, friends and family to a higher level.

With the social pressure we have in our society today, it is more important than ever to be a leader worth following, a credible leader. Media, our colleagues and the world around us influence us all the time to live values other than our own. Your credibility as a leader is crucial. A credible leader is focused, authentic, honest, and humble. Skills you already have to some extent, and that you can learn and train.

All great leaders have one thing in common. They train, learn more and practice their skills for thousands of hours. Success does not arrive as some lucky circumstances; it is something you create consciously.

To be a leader worth following, you must be courageous and see opportunities where others see problems. Leadership is about taking a direction and keeping it regardless of how it feels in the moment.

In this presentation, we take note of and give tips on how to develop the essential leadership skills with the horse as the teacher. We will talk about

- Focus - to see yourself as the cause of a desirable outcome
- Authenticity – to be genuine, say and do what you say and do.
- Humility – to make life richer for others
- Trustworthiness – to be consistent and dependable
- Charisma – to follow of free will

The materials presented are based on different leadership theories, interspersed with metaphors and examples from more than 25 years of their leadership experience, and experience from consulting, coaching and training of leaders in companies and organizations in Horse Assisted Education



“Leadership is about how you lead yourself”

Kerstin inspires business leaders to lead their organisation and their own lives based on natural principles, with a down to earth practical attitude combined with management experiences and theories. She has a natural ability to develop and support conscious business leaders and leaders in life and organisational issues.

Born and educated in Sweden Kerstin holds an degree in industrial engineering MSC(eng) and an MBA in international marketing. She has over 20 years of experience from practicing leadership in global settings and in multinational corporations, and as a management consultant. She is married and have three grown up children. Together with her family

she shares a passion for nature and natural living. Kerstin has found balance in life, living on a farm with horses outside Stockholm and with the World as her playground.

Since 2002 Kerstin is the owner and CEO of TRÄFALLET AB, 3falls Executive Coaching & Consulting, Sweden. This is her platform for delivering Leadership Coaching, Team Coaching and Professional Personal Empowerment in collaboration with leaders in all industries. Kerstin is a certified coach with ICF. She is working as an independent subcontractor to several international coaching organisations such as Korn/Ferry International. Kerstin is also the proud founder of “ 3falls Horsepower & Natural Leadership “ TM, performing horse assisted professional development as a partner of HorseDream and a member of EAHAE.

“Horses and Stories, a Combination of Ancient Healing Energies” Jacolijne Coops, The Netherlands

In the beginning of 2011 Jacolijne travelled to New Zealand to participate in a five week storytelling course aiming to integrate storytelling into her horse assisted seminars. She strongly believes stories can support the learning experience in her seminars as both horses and stories draw on the innate wisdom within each of us. As a new born storyteller, she will offer you a number of stories that are related to theme's of the HorseDream one day leadership program. Jacolijne plans to tell stories related to topics like:

- The truth and how to deal with the truth;
- The mirroring principle;
- Fear;
- What we all have in common;
- The role of judgment;
- Asking questions about your goals.

She does not aim to explain a lot as to her opinion it is like working with horses, as soon as you start to explain what is happening, the effect seems to be weakened. She would like the audience to experience what stories are about and how stories can support what we would like participants to experience in seminars with horses. The use of stories could help participants to better understand their experience while it is not necessary to explain things in a rational way. Some reflections on the similarities between stories and working with horses are:

- Stories and horses can both heal;
- They draw on the innate wisdom within us;
- The wisdom is unwrapped by the story like it is in the interaction with the horse;
- Each participant can take out exactly what he or she needs;
- They say that well spoken stories build life forces, to my experience many human-horse interactions build life forces too;
- Stories work as metaphors, just like situations with horses;
- Stories and horses have impact on a physical level (feel), mental (think), emotional (process feelings) and spiritual level (the unseen);
- They ask us to go from our left brain - analytical mind - to our right brain – creative mind -, yet they stimulate us to use our imagination and communicate in pictures;
- Working with horses and stories is both about the 'seen' and the 'unseen' world.



Jacolijne Coops

Jacolijne (1969) is educated as psychologist at Groningen University and has a background in human resource management, supply chain management and management consulting. She became a licensed HorseDream™ partner in 2007. Since then she has built her horse assisted practice in the Netherlands, focusing mainly on corporate clients.

Jacolijne is fascinated about the fast and respectful way horses enable participants to connect with their inner core and how this connection stimulates them to further take the lead in their personal and professional life.

“Healing the healing horse” Margrit Coates, United Kingdom

Horses are more conscious in many ways than humans are, which is why they can be so helpful in facilitating consciousness raising in people.

However horses are often misunderstood and individual unique sentience ignored. ‘Within species’ variation is often more marked than ‘between species’ differences. We need to open our hearts as to *who* the horse is, not just what horses are. Tuning in intuitively through healing energy gives us such an insight.

Due to their flight or fight sensitivity horses can shut down under human management. Therapy horses are known to potentially become stressed due to interaction with disturbed mental and emotional energy fields, as well as suffering from physical stress due to carrying unbalanced riders. For the purposes of EFL/EAL, this means that a horse with unidentified health or wellbeing issues will be sending out mixed messages in the presence of the people that he or she is deemed to be ‘mirroring’ or ‘reflecting’. Not just for these cases, but for all horses, healing is such a beneficial and deep help for that it can lead to responses and improvements in ways that hitherto we could never have imagined possible.

There are hundreds of scientific studies into the benefits and efficacy of healing, both with humans and animals. Horses are particularly receptive to healing energy and which can facilitate dramatic behavioural changes and health improvements in the horse. Listening to the horse on a healing energy level, improves our awareness and therefore facilitates better understanding in terms of partnering horses. And of course, the people that the horse interacts with will receive more congruent feedback.

The healing horse needs us to be his and her healer in order for humans to better understand themselves and their role in the inter- connectedness of all life. Horses need healing in order for us to appreciate and absorb the lessons of consciousness that are offered by the horse. Horses understand healing as the ultimate natural connection to them. The bonus is, that in offering healing to horses, human self healing truly begins.

The use of healing energy helps horses, helps humans, and improves human – horse relationships. Margrit will draw on her experience of working on approximately 15,000 cases, to explain how EAHAE members can pioneer better understanding of the horse and their role in our lives.

The lecture will illustrate how and why people need to heal horses, in order for humans to be healed - mentally, emotionally, physically and spiritually.



Margrit Coates MNFISH MBRCP ITEC

The world's leading horse healer and renowned communicator. Registered healer and CPD tutor in Equine and Animal Healing. Member of the British Register of Complementary Practitioners (Healer Counsellor). Part time lecturer in Animal Healing to post graduate students of Animal Behaviour, Department of Psychology, Southampton University UK. TV featured expert. Partner in a clinic offering natural therapies for animals. International teacher. Horse – human healing expert, coach and Equinistry TM retreat leader (with free roaming herd). Equine Guided Healing consultant. *Voice for the Horse* associate director. Writer, columnist and author of six books, including ‘*Healing for Horses*’, ‘*Horses Talking*’ and ‘*Connecting with Horses – the life lessons we can learn from horses*’.

“International Development of EAHAE” Gerhard Krebs, Germany & David Harris, United Kingdom

Founded in 2004 in Europe, the EAHAE developed to the world’s leading association for people who work with horses in corporate leadership seminars, team trainings and coaching.

Dave and Gerhard will present facts and figures and tell some stories about working with the EAHAE approach in different countries and cultures.



David Harris is an internationally acclaimed speaker, trainer, facilitator and coach. David is also a life learner in congruent horsemanship. He lives in Windsor, England, with his wife, two children and four horses. He is passionate about people and their amazing potential.

David says “We are all stars, sometimes we need to learn to shine”. He is the founder of Acorns2Oaks (A2O) together with his wife Sharon. The vision of A2O is for its clients to experience “Success on Your Terms”, whatever success is.



Gerhard Krebs, born 1949, holds a university degree M.A. in contemporary German Literature and Political Science.

He is working as an entrepreneur since 1983, started IT-Trainings in 1986 and founded G&K HorseDream GmbH in 1996 together with his wife Karin. They both started with horse assisted leadership Seminars and team trainings on the market in 1998 with horses as medium and catalyst.

EAHAE Website

Award 2011

The EAHAE Website Award is an excellent mirror of how our business developed in the last few years. We started with the award at the 2nd Annual Conference in 2006 with six nominations. 2007 there were 14, 2008: 20, 2009: 15 and 2010: 18.

This year we have 21.

Since 2009 we always ask the nominated website owners themselves for their votes. Almost all voted in a very objective way. This time we would like to quote Anat Shalev from Israel:

“Here is our (unicorn) vote for the websites. I have to say the overall appearances of these websites are so impressive! and so many. wawooo!!! We r on the map... It’s lovely to see all these people all over the world working with their horses and creating opportunities for others to learn.”

And Agus Vera Alemany from Spain:

“It has been very rewarding to visit and read all those websites. There are some really good ones. The most important thing i want to see when i visit a web is the clarity of it, the easiness of traveling on it, that was my aim when i was building my own web. Many thanks for setting this up. Once again, it’s an honor to be a part of this selected group.”

The voting criteria, with points from 1 to 10, are:

- Intuitive appearance: How does the website affect you, regarding our EAHAE vision?
- EAHAE reference: How obvious is it for a website visitor that this seminar provider is connected to the EAHAE?

Our approach is cooperating and learning from each other. According to our opinion a lot of EAHAE member websites have become really professional.

We are looking forward to get information about your new launched (or relaunched!) website for our website award next year. And by the way: the prizes go to the first three placed. We’ll generate clicks to the EAHAE profile page using ads on Google, LinkedIn and Facebook. First place 500 €, second 200 €, and third 100 €.