

HORSE DREAM[®]
THE CORPORATE APPROACH



TRAINER EDUCATION

USA



**HORSE
ASSISTED EDUCATION
INTERNATIONAL**

**THE WORLDWIDE
HORSE DREAM
TRAINING PROGRAM**

G&K HorseDream GmbH
Private Akademie für Pferde,
Führung und Kommunikation

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G&K HORSE DREAM GMBH

About our journey to HorseDream (by Gerhard J. Krebs)

Karin and I had been self-employed since 1983 in the IT-world, working around the clock. In 1989 we decided to go on a riding holiday. I was nearly 40 years old, when I climbed a horse for the first time, and since then, I have not looked back.

We bought our first horse three months later and then the second one. We went through the so called normal German riding education for one year and eventually left this scene because of the treatment of the horses. We continued learning on our own for the next two years.

We read Linda Tellington-Jones, Sally Swift and in 1993 Klaus Ferdinand Hempfling's „Dancing with Horses“. This book was the key to everything that happened afterwards. We bought two more horses (for our children) and learned more.

The priorities in our daily life had completely changed. Our IT-business-customers were interested in what we did with the horses, too, and instead of inviting them for dinner, we invited them to the horses.

At the end of 1995 one of our employees suffered from stress hormones and wanted to leave the company. We offered her a six months sabbatical, but asked her to come with us to the horses once a week. She agreed, worked with us once a week, without a concrete concept, and three months later she felt fine again to get back into IT-business. This experience was the reason to develop a horse assisted program for corporates.

We started with test seminars with our business friends and their families and went to open market in the beginning of 1998.

From the very first beginning we did nearly everything on our own - with the help of lots of books and with the help of the horses. We did not visit any of the established horse people, not Parelli, not Roberts, not Hempfling (after years of practice we met him twice at his workshops in Denmark, where he collaborated with our partners in Roskilde).

The name of our educational product HorseDream stands for two facets of leadership, management, and personal development:

The Horse is a very present being, very real, living always in the here and now. That makes people, working with horses in Horse Assisted Seminars, learn about 100 % presence, responsibility, self confidence, awareness, and all that is necessary to develop leadership skills.

But the Horse, with its historical and mystical background, is also a Dream. It opens horizons, changes belief systems, empowers people to step out of the box.

So HorseDream means exactly what is needed in modern business life: reality and vision – both concepts are incorporated in this name. Today we and our partners live this dream: to establish Horse Assisted Education as a normal way of further education in companies, organizations and for personal purpose.

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EAHAE

The EAHAE International (former European) Association for Horse Assisted Education was founded 2004 by HorseDream and is led as a non-for-profit HorseDream business unit.

The vision of the EAHAE is to establish and develop HAE as a general form of personal and professional development in enterprises, organisations, institutions, societies, and for personal purpose.

Therefore in the beginning EAHAE collected all sorts of trainers and people who were interested in HAE without looking for any quality standards. The tasks just were to connect all, to publish the activities on the internet platform, and to organize a yearly conference.

Everybody who was providing HAE in Europe could become full member. Associated member could become, who was providing HAE outside Europe or who was not yet providing Horse Assisted Education but wanted to cooperate with a full member or to support the work of the association.

The yearly membership fee included for both kinds of members: a personal profile on the EAHAE website, linked to the own website, the right to use the EAHAE database with press articles, videos, radio and TV performances, to use internal EAHAE documents, information, and presentations, to apply to attend the annual conference and EAHAE seminars and trainings, and to participate in the EAHAE website award.

With the 4th Annual Conference of the European Association for Horse Assisted Education (EAHAE), which was held 2008 at Sielanka Farm, near Warsaw, Poland, development of the organisation was brought to a new level.

Stepping into the next period meant to focus on quality. Since 2009 new full member can only become, who first attended an EAHAE authorized Train The Trainer seminar. Before having attended this seminar, new members are associated as "Friends".

After the 2015 conference in Germany we changed the name from "European Association" to "International Association".

Participants of the EAHAE qualifying Train the Trainer (TTT) seminar experience five categories of hands-on exercises:

- watching
- leading
- distance and nearness
- goal orientation
- teamwork

and they learn about three fundamental categories of transfer models:

- leading positions
- team atmosphere and company's culture
- personal development.

TTT-participants get a one-day and a two-day concept, hand-outs for participants included. An EAHAE member is allowed to use these concepts and adapt them to own opportunities as number of horses, number of participants, facility etc.





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PHILOSOPHY

This is a business approach. We provide seminars and team trainings for corporates only. We do not work with children, disabled, or traumatized clients. However, if you are qualified to do so, you may of course adapt our methods, if you wish.

We work with the Integral Model as a background theory. Thus, it would be helpful for you to be familiar with books such as "The Integral Vision" (Ken Wilber) or "Conscious Business" (Fred Kofman).

What is required to be a Qualified EAHAE Member?

1. Knowledge about our special approach, using the help of horses in corporate trainings and personal development.

- The horse is trainer, medium, catalyst.
- The human trainer/coach is facilitator and has to step back behind the role of the horse.
- The horse is medium to the universe.
- For us humans it is all about humility.

2. Knowledge about the setting.

- The safety of the setting (physical, mental, emotional, spiritual).
- The way to treat the horses.

3. Knowledge about what our teaching intention is.

a) Our vision of leadership.

- Trust and confidence as the basis of leadership.
- Seeing the good.
- Liking people.
- Expecting the positive.
- Emphasizing what we have in common.
- Orientation towards the goal.

b) The benefit for the customer/client.

- Insights: Leading means serving your people, look at yourself for faults first, there is always more than one approach.

c) Motivation.

- Encouraging people to leave their comfort zone.
- Making people aware of being 100 percent present.
- Assuring people that they are able to do it, and if not that they are able to learn it.

4. Knowledge about cooperative business between all EAHAE members.

- Not to compete but to collaborate.
- Ways to cooperate in marketing and research projects, examples for corporate collaboration.



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CERTIFICATION CONCEPT

After the **HorseDream Train the Trainer Seminar** you are allowed to work with "The Art of Leadership" and with the "HorseDream Team Training" concept. You are allowed to call yourself a "Horse Assisted Educator based on the HorseDream® concept". You are not allowed to use the HorseDream brand and you are not allowed to educate other trainers with the HorseDream concept.

After the **HorseDream Partner License Workshop** you are allowed to use the HorseDream Partner brand and call yourself "Licensed HorseDream® Partner". You are allowed to work with "The Art of Leadership", with the "HorseDream Team Training" concept and the "HorseDream Change Management" concept. You are not allowed to use the HorseDream brand and you are not allowed to educate other trainers with the HorseDream concept. HorseDream partnership requires membership of the EAHA International.

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LICENSED
HORSE DREAM
PARTNER

As a **Licensed HorseDream Partner** you can become a **HorseDream License Holder** of your country, your state, your town or with your personal or company's name.

As a **HorseDream License Holder** you can use the HorseDream brand exclusively. *Country license holders* are allowed to certificate partners and trainers, *state license holders* are allowed to certificate trainers.

HORSE DREAM® USA

HORSE DREAM® CALIFORNIA

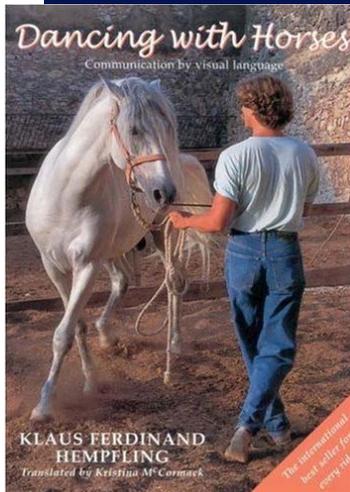
HORSE DREAM® SAN FRANCISCO

HORSE DREAM® ABC & XYZ

If you are interested, we will send you further information, which are confidential and require the HorseDream partnership.



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For the partner license program

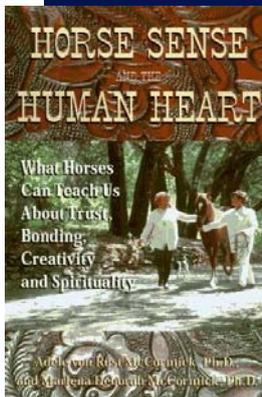
Klaus Ferdinand Hempfling:
Dancing with Horses

Adele Rust McCormick and Marlene Deborah McCormick:
Horse Sense and the Human Heart

Fred Kofman:
Conscious Business
(you may read the book or listen to the 12 CDs, we recommend listening to the CDs)

David Cooperrider:
Appreciative Inquiry: A Positive Revolution in Change

Ken Wilber:
The Integral Vison



Additional recommendations

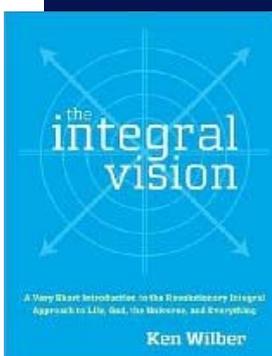
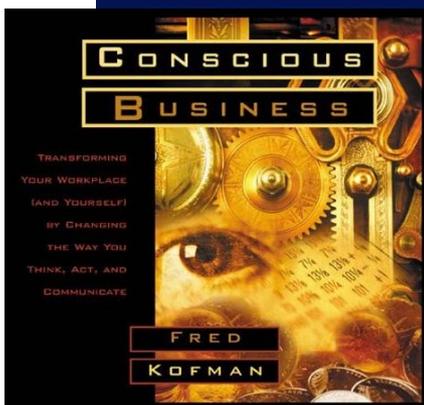
Jude Jennison:
Leadership Beyond Measure: Profound learning with horses to transform leaders and business

Julia Felton:
Unbridled Success - How the Secret Lives of Horses Can Impact Your Leadership, Teamwork and Communication Skills.

Barbara Rector:
Adventures In Awareness. Learning with the Help of Horses.
Bloomington, Indiana 2006

Peter B. Vaill:
Learning as a Way of Being. Strategies for Survival in a World of Permanent White Water. San Francisco 1996 (deutsch: Lernen als Lebensform. Ein Manifest wider die Hüter der richtigen Antworten. Stuttgart 1998

Wilber, Ken:
A Theory of Everything. An Integral Vision for Business, Politics, Science and Spirituality. Boston 2001





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FEEDBACK

"Thank you for the wonderful seminar. We are looking at incorporating lots of your thoughts and exercises into our own trainings. It was a very special event. We are both really looking forward to seeing you in January." ([David and Sharon Harris](#), England)

"Thank you so much for your and Karin's hospitality and opportunity to learn from you. The experiences were rich and I left Germany feeling like I had truly gained two new friends and a confidence being around horses." ([Larry Freeborg](#), Minnesota, USA)

"From the first evening, I knew I had come across something (and '2 someones') special. The facility and the Krebs' lovely Friesians tell a story all by themselves. For the first time in 2 years, I felt minimal anxiety as a participant in the exercises. There were no expectations regarding what we 'should' think, and especially, 'feel' or even do--- and spoke at length about the importance of letting what will be---be, without passing judgment, and often times, without even commenting. I felt firsthand the role of both participant and trainer---and since our discussion covered both aspects, I gained valuable insights that will enable me to be empathetic to my own clients, as well as guide them through the experience in a manner that will lead to their own self-discoveries as individuals and groups." ([Nikki Kagan](#), Israel)

"This weekend I did the first real seminar on leadership and it was GREAT! Just great! Of course it wasn't a real-real thing because I invited my friends and my family to participate for free but none of them was really familiar with horses before, for 9 people it was the first horse leading in their life. The horses also met unprepared people for the first time. And it worked. Russians fit to your program for 100%. I'm tired to death, didn't sleep for 3 nights while preparing it all. But I am absolutely happy. I can do it. Horses can do it. And people evidently benefit from it! Thank you so much. Something really happened there. It was meaningful. For some people it was even a breakthrough. And everybody recognized it. WOW. WOW. ! Thank you so much. With love, Olga Platonova" ([Managing Partner, Artisan Human Capital Management, Moscow](#))

"Thanks for everything you have done for me until now. Best regards to you, Karin and your great children and horses - of course. Special thanks again and again from Renáta." ([Renáta Foldynová](#), Czech Republic)

"A couple of days went by since I have been to Germany and had this wonderful experience with You, your Horses and the Team. I cannot stop thinking about the messages that they and you gave me as food for thought! My husband and I have started to plan our facility for the programmes for the future and we gave ourselves one year to be able to start. In the meantime we start the concept with our own horses." ([Anita.Kincses](#), Hungary)