

Summaries by (ChatGPT) of press articles we collected since 1998

1. 1998-04-05 Monty Roberts - VW - Forbes

- The article explores how **Monty Roberts**, a renowned horse trainer, applied his non-violent horse training methods to corporate leadership.
- In a demonstration for **Volkswagen of America executives**, Roberts showed how to gain a horse's trust without force, drawing a parallel to **effective leadership**.
- The core idea: leaders should **create an environment for learning**, not impose authority.
- Volkswagen's U.S. subsidiary adopted these principles, emphasizing **trust over hierarchy**.
- Under **Clive Warrilow**, VW of America **empowered its executives**, leading to significant business improvements.
- Roberts' method aligns with **Theory Y management**, which values autonomy and motivation over coercion.

2. 1999-2003 HorseDream in the Media

- This document compiles **media coverage (1999-2003)** on **HorseDream**, a leadership training program using horses.
 - Featured in **Süddeutsche Zeitung, ZDF, Deutschlandfunk, and Vogue Business**, among others.
 - Main themes:
 - **Horses as Leadership Trainers:** Horses reveal leadership strengths and weaknesses through **intuitive, non-verbal communication**.
 - **Experiential Learning:** Participants engage in horse-led exercises that mirror workplace dynamics.
 - **Not About Riding:** The focus is on how **leaders communicate, gain respect, and build trust**.
 - **Practical Insights:** Executives learn about **decision-making, team dynamics, and self-awareness**.
 - **HorseDream Classic Seminar:**
 - Executives work with **Friesian horses**, reflecting on leadership presence, emotional intelligence, and team influence.
 - Exercises like "**Distance and Proximity**" and "**Goal Orientation**" highlight leadership styles.
 - Companies recognize **immediate impact**, as horses provide **honest, non-judgmental feedback** on leadership behavior.
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Overall Summary

- Both articles reinforce **horse-assisted leadership training** as a powerful experiential learning tool.
- **Monty Roberts'** method influenced **corporate leadership** by showing that trust and **non-verbal communication** can create more effective teams.
- **HorseDream's approach (1999-2003)** was widely recognized in the media, emphasizing **real-time leadership feedback** through horse interaction.
- **Key Takeaways:**
 - **Leadership is about trust, clarity, and respect**—not just authority.
 - **Horses reflect human behavior without bias**, making them ideal training partners.
 - **Corporate training using horses** is increasingly valued as an alternative to traditional management workshops.

Here are the summaries of the newly uploaded PDFs:

1. 2002-04-02 Saarbrücker Zeitung - Personalpoint Duchêne

- This article discusses an **innovative leadership seminar called "Horsepower"** in Merzig, Germany, led by corporate consultant **Olaf Duchêne**.
- The seminar teaches executives how to **lead without coercion**, using horses as training partners.
- Participants must guide a horse to a specific point **without using reins, halters, or whips**, relying only on **subtle cues and trust-building**.
- Video recordings are used for feedback, showing that **force leads to resistance**, whereas **trust leads to cooperation**.
- The program is inspired by **Monty Roberts**, the famous "Horse Whisperer," emphasizing **trust-based leadership rather than authoritarian control**.
- **Key Takeaway:** Employees, like horses, perform best when they **trust their leader** rather than feeling pressured or controlled.

2. 2003-05-10 Personalführung im Wandel - DGFP Conference Summary

- This document is a **report from the German Society for Human Resource Management (DGFP)**, discussing **changes in leadership approaches**.
- Uses **horse training as a metaphor for leadership**, contrasting two styles:
 - **Gentle leadership:** Using clear, **trust-based communication** to guide employees (similar to guiding horses with gentle cues).
 - **Authoritarian leadership:** Forcing employees to comply through **strict control and discipline**, which ultimately demotivates them.
- Highlights **six golden rules of leadership**, based on natural horsemanship principles:

1. **Authority, not authoritarianism** – Leaders must project confidence but not dominance.
 2. **Clear communication** – Ambiguous leadership confuses employees.
 3. **Consistency builds trust** – Employees remember who supports them in difficult times.
 4. **Intrinsic motivation works better than coercion** – Employees, like horses, perform better when they want to, not when they are forced.
 5. **Trust takes time** – Effective leadership is built on long-term relationships.
 6. **Employees will go the extra mile if they trust their leader** – Just as a horse will jump through fire for a trusted rider.
 - Discusses **competency-based leadership models**, focusing on **charisma, emotional intelligence, and trust-building** rather than rigid management structures.
 - Encourages companies to **develop leadership skills holistically**, integrating **soft skills and personal growth** into executive training.
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Overall Summary

- Both documents emphasize **trust-based leadership** and the **power of non-verbal communication** in guiding teams.
- The "**Horsepower**" seminar provides executives with **experiential learning**, proving that **employees respond better to respect and trust than to force**.
- The **DGFP conference** reinforces these ideas with **horse training metaphors**, highlighting the importance of **clear leadership, intrinsic motivation, and trust-building**.
- These insights align with modern trends in **leadership coaching**, where **authenticity and emotional intelligence** are increasingly valued over traditional **hierarchical authority**.

Here are the summaries of the newly uploaded PDFs:

1. 2003-12 Training Österreich - Fritz Hendrich

- The article discusses "**Leadership by Horse Sense**", a program that provides leaders with direct, unfiltered feedback from horses.
- Horses mirror human emotions and leadership presence, making them **ideal training partners** for self-reflection and development.
- The book "**Horse Sense**" by **Fritz Hendrich** explores leadership lessons from Alexander the Great and his horse Bucephalus, connecting **equine social behavior with human leadership skills**.
- The training includes ground exercises where executives learn how **horses respond to confidence, clarity, and authenticity**.
- The core leadership qualities taught:

1. **Perception** – Leaders must be aware of their own and others' emotions.
 2. **Trust** – Leadership is built on mutual confidence.
 3. **Respect** – Gaining trust requires clear and respectful communication.
- The seminar **avoids horseback riding** and instead focuses on **eye-level communication between human and horse**.

2. 2004-02-17 Fabio Manzetti - Dagens Næringsliv

- **Fabio Manzetti**, an economist and former business consultant, combines **EU advisory services with horse psychology and leadership coaching**.
- He travels between **Norway and Italy**, offering **equine acupuncture, massage, and behavioral therapy** for horses.
- Manzetti draws parallels between **horse psychology and executive leadership**, arguing that:
 - Stress and **over-controlling leadership** drain energy, just like stress in a horse before a race.
 - Leaders must provide **clear signals and steady guidance**, just like an effective horse trainer.
 - Leadership failures often stem from the human, not the team—just like problems in horse training are usually caused by the handler, not the horse.

3. 2004-02-17 Fabio Manzetti - Økonomisk Rapport

- This article further elaborates on Manzetti's **horse-assisted leadership training**.
- His courses focus on **mental clarity, presence, and precise nonverbal communication**.
- Participants practice guiding a horse **without physical force**, using **intention and body language** alone.
- Manzetti critiques **traditional team-building exercises** like sailing or climbing, arguing that they **fail to challenge fundamental leadership behaviors**.
- His **holistic approach** combines **horse psychology, leadership development, and business consultancy**.

4. 2004-03 Chrismon - Internet Dossier: Horse and Human [81†source**

- A **historical and cultural analysis** of the **human-horse relationship**, highlighting its evolution over 4,500 years.
- Discusses the **rise of "horse whisperers"**, including **Monty Roberts**, and how their methods influence modern **horse-assisted leadership training**.
- Key themes:
 - Horses are **highly sensitive to human body language**, making them **powerful leadership trainers**.

- Managers can learn from horses about **clarity, presence, and trust-building**.
- The **horse-human connection** is being rediscovered in corporate training as a **non-verbal feedback tool**.

5. 2004-03-27 "Dancing with Horses" - Stefan Thies 【82†source**

- **Stefan Thies** offers **self-awareness and leadership training** through interaction with horses.
- His sessions focus on **how individuals approach relationships, communicate, and resolve conflicts**.
- Exercises include **engaging with horses at liberty**, revealing **authenticity and emotional clarity**.
- Business leaders and teams use his methods to improve **team dynamics, motivation, and leadership presence**.
- Emphasizes **non-verbal communication**, noting that **employees, like horses, sense insincerity**.

6. 2004-05 ManagerSeminare - "Into the Desert"

- Discusses **the rise of experiential leadership training**, including **horse-assisted coaching**.
- Alternative training formats include:
 - **Horse-guided leadership development**, emphasizing **presence, trust, and authenticity**.
 - **Outdoor and adventure-based training**, such as **desert retreats and role-playing detective scenarios**.
- Managers seek **non-traditional learning environments** as they become **fatigued by classroom-based leadership training**.
- Horses are used to **provide instant, unbiased feedback**, helping executives refine their leadership styles.

Overall Summary

- **Horse-assisted leadership training** is a recurring theme in all documents.
- **Key principles:**
 - **Trust, presence, and clear communication** are crucial for both **leading teams and handling horses**.
 - **Horses mirror human behavior**, making them **effective non-verbal feedback tools** for leaders.
 - **Successful leadership is about influence, not control**—forcing outcomes leads to resistance, whether from employees or horses.

- **Cultural impact:**
 - Horse-human partnerships have existed for **millennia** and are being rediscovered in **business and personal development**.
 - The rise of **experiential learning methods** (e.g., **desert retreats, horse coaching, and team-building activities**) shows a shift from **traditional corporate training** to **interactive, real-world applications**.

Here are the summaries of the newly uploaded PDFs:

1. 2004-03-27 "Dancing with Horses" - Stefan Thies

- **Stefan Thies** offers **self-awareness and leadership coaching** through interaction with horses.
- His method is based on the belief that **horses reflect human authenticity and clarity**.
- Clients, including business leaders and teams, visit **Widina, his Hanoverian mare**, for sessions focused on **communication, leadership, and self-motivation**.
- Participants learn that **horses react to body language and subconscious messages**, exposing **inner conflicts, unclear leadership styles, or lack of trust**.
- Example: A businessman attempted to "control" a **Shetland pony** but failed, as the horse responded by **lowering its head and avoiding interaction**, reflecting the leader's **unintentional dominance**.
- Key insight: **Leadership is about clarity, trust, and authenticity—horses react to inconsistencies in human behavior**.

2. 2004-05 ManagerSeminare - "Into the Desert"

- **Alternative leadership training methods** are becoming more popular, replacing traditional classroom training.
- **Horse-assisted leadership seminars** are highlighted as an effective tool for developing **trust, communication, and presence**.
- Other **unconventional training settings** mentioned include:
 - **Detective role-play** to improve problem-solving.
 - **Wilderness expeditions** for self-discovery.
 - **Laughter training** to break mental barriers.
 - **Stress management with shooting exercises**.
- The article emphasizes that **experiential learning**—especially with horses—provides **instant, honest feedback on leadership behaviors**.
- A common theme: **Traditional PowerPoint-driven leadership courses are losing effectiveness**, and interactive, real-world scenarios **improve retention and engagement**.

3. 2005-03 Personnel Development CH - Frank Schellenberg

- The article discusses **Natural Leadership**, a concept based on **emotional intelligence and behavioral psychology**.
- **Horses mirror human leadership qualities**, revealing strengths and weaknesses instantly.
- The key principles of **Natural Leadership**:
 1. **Leadership follows biological laws**—humans and horses share instincts such as hierarchy, trust, and the need for security.
 2. **No single leadership style fits all situations**—leaders must be adaptive.
 3. **Not everyone is born a leader**—but leadership skills can be developed.
- **Executives participate in ground exercises**, where they must **lead horses without force, using presence and non-verbal communication**.
- **The Swiss IENA Institute** offers horse-assisted leadership training for **executives, managers, and teams**, focusing on **real-world leadership challenges**.

4. 2005-06-05 Medical Tribune - Lara van Oost [96†source**

- **Horse-assisted leadership training for medical professionals**.
- **Dr. Friederike Jung**, a dentist, struggled to lead a horse, realizing that **leadership is about trust, not force**—a key lesson she could apply to her employees.
- Trainer **Lara van Oost** emphasizes that **horses sense hesitation and react accordingly**.
- Seminar participants, mostly **female business leaders from healthcare**, practice leadership by guiding horses through **obstacle courses and interaction exercises**.
- **Key Takeaways**:
 - Leadership is about **patience, communication, and presence**.
 - **Non-verbal cues** play a crucial role in leadership.
 - Lessons from **horse interactions** can directly **improve workplace management and staff motivation**.

5. 2005-08-04 Die Welt - "The Horse Shows the Manager Who's Boss"

- **Horses as leadership coaches**—this article covers the **Horsesense Training & Coaching Academy** in Bad Oldesloe.
- The academy, founded by **Kerstin Kruse, Christiane Tobschall, and Anabel Schröder**, offers **experiential leadership training with horses**.
- **Key lessons**:
 - Horses **ignore job titles**—they only respond to **authentic authority**.
 - Leaders must **gain trust before they can influence**—forcing results in resistance.

- **Executives practice leading horses through non-verbal communication,** revealing their **natural leadership style and potential blind spots.**
 - Example: A business owner attempts to assert dominance but is ignored by the horse until he **adjusts his body language and presence**—showing that **leadership is about energy, not control.**
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Overall Summary

- **Horse-assisted leadership training** is gaining popularity across **corporate, medical, and personal development fields.**
- **Key insights from these articles:**
 1. **Horses reflect leadership strengths and weaknesses instantly,** providing **real-time, unbiased feedback.**
 2. **Authenticity, presence, and trust** are essential for effective leadership.
 3. **Traditional classroom training is being replaced by experiential learning,** including **horse-assisted coaching, wilderness retreats, and role-playing scenarios.**
 4. **Leadership skills can be developed,** but they require **self-awareness and adaptability**—qualities that **horses naturally demand.**
 5. **These methods are proving particularly effective in executive coaching, medical leadership, and team development.**

Here are the summaries of the newly uploaded PDFs:

1. 2005-09-09 Dental-Labor - Lara van Oost

- The seminar "**The Horse as a Mirror of Leadership**" was designed to help managers refine their leadership skills.
- Hosted in Cologne, it focused on **non-verbal communication and emotional intelligence.**
- **Michael Letter (Letter Consulting) and Lara van Oost (Management & Horse)** led the seminar, highlighting that **90% of communication is non-verbal.**
- Participants practiced leading horses through an obstacle course without force, relying on **confidence, presence, and body language.**
- The seminar emphasized **constructive feedback and trust-building,** drawing parallels between horse leadership and workplace management.

2. 2005-09-09 Manager Magazin - Horse Sense

- The **HorseSense Academy in Bad Oldesloe** offers leadership training for executives using horses.
- Participants, including **entrepreneur Stefanie Clausen,** practiced guiding horses without physical aids, revealing their **inner confidence and leadership energy.**

- **Key insights:**
 - Horses detect **inner uncertainty** and **respond only to authentic leadership**.
 - When Clausen was unsure, the horse ignored her; when she focused, the horse followed.
 - The experience helped her **gain self-confidence for public speaking**.
- **Horses serve as leadership mirrors**, making training **more effective than traditional business seminars**.

3. 2005-09-15 Hamburger Abendblatt - Verena Neuse

- The **Wirtschaftsakademie Glinde/Ahrensburg** introduced **horse-assisted leadership seminars** to improve managerial skills.
- Seminar leader **Verena Neuse** explained that horses **respond honestly**, unlike employees who may hide their true feelings.
- Participants **observed their leadership style** while interacting with two horses, **Berry and Fleiky**.
- Practical exercises included **leading horses through obstacles**, helping managers refine **confidence, clarity, and consistency**.
- **Core lesson: "If a horse doesn't follow, the leader needs to change, not the horse."**

4. 2005-10-01 Hamburger Abendblatt - "The Lead Animal Must Send Signals"

- Discusses **Gerhard Krebs' HorseDream leadership seminars**, which focus on **clarity, goal-setting, and authentic leadership**.
- Participants learned that **horses respond to presence and intention**, not hierarchy.
- A key takeaway: **If a leader lacks confidence, the horse (or employees) will not follow**.
- Leadership is about **guiding, not commanding**, similar to how a **lead mare in a herd gains respect**.
- The seminar used **video feedback** to help participants analyze their **non-verbal communication and decision-making**.

5. 2005-10-29 Südostschweizer Zeitungen - "The Horse as a Mirror of Personality"

- The **"Human-Horse-Management" outdoor seminar** took place at **San Jon Stables in Engadin**.
- Participants worked with horses to improve **self-awareness, leadership presence, and communication**.
- Key insights:
 - Horses **sense authenticity**—they react to **true leadership intent** rather than external appearances.
 - **Clear communication is essential**—unclear signals lead to confusion.

- Exercises included **leading a horse through obstacles** and **understanding horse body language**.
- The seminar combined **horse training with personal development**, promoting **confidence and emotional intelligence**.

6. 2006-01 Pferde Heute - "Learning from Horses"

- **Anette Koppe's leadership training** used three Icelandic horses to help executives develop **leadership and communication skills**.
- Key questions explored:
 - How do I **gain and maintain my team's attention**?
 - Do I lead through **trust or pressure**?
 - How do I **handle resistance**?
- Participants learned that **horses will not follow inconsistent leadership**.
- Icelandic horses were used because they are **socially intelligent, calm, and approachable for beginners**.
- The program encouraged **self-reflection and adaptability** in leadership.

7. 2006-02 Seminar Inside - equiXplore

- equiXplore promotes "**intuitive leadership**" through horse-assisted coaching.
- The program focuses on:
 - **Authenticity and emotional intelligence**.
 - **Intuitive leadership over traditional management techniques**.
 - **Non-verbal communication and trust-building**.
- Horses **do not respond to titles or authority—only to presence and consistency**.
- The training includes:
 - **One-day introduction sessions**.
 - **Intensive leadership workshops**.
 - **Personal coaching with horses for deeper leadership transformation**.

8. 2006-02-24 Der Standard - "Team Spirit" 【118†source**

- The article highlights **team-building workshops with horses** in Austria.
- Participants learn:
 - **How to gain trust without force**.
 - **How teams work best when communication is clear**.
 - **How non-verbal cues influence leadership success**.

- The training is particularly useful for **corporate teams and leadership groups**.
 - Horses serve as "**truth tellers**", revealing weaknesses in team communication.
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Overall Summary

- **Horse-assisted leadership training is expanding across business, healthcare, and team development.**
- **Key takeaways from these articles:**
 1. **Horses provide instant, unbiased feedback**—they do not respond to **titles, power, or status** but to **authentic presence**.
 2. **Leadership is about trust, clarity, and confidence**—horses will follow only if the leader demonstrates these qualities.
 3. **Horse-assisted coaching is more effective than traditional leadership seminars**, as it involves **real-life, non-verbal feedback**.
 4. **Executives, business owners, and even medical professionals** use horse training to refine **communication, decision-making, and emotional intelligence**.
 5. **Programs like HorseDream, equiXplore, and HorseSense are leading the way in Europe**, providing **experiential learning that directly impacts leadership performance**.

Here are the summaries of the newly uploaded PDFs:

1. 2006-02 Seminar Inside - equiXplore

- The article discusses **equiXplore**, a horse-assisted leadership training program.
- It emphasizes the shift from **classical management to intuitive leadership**, arguing that rational business knowledge alone is insufficient.
- **Horses as co-trainers:**
 - Horses react to **authenticity, body language, and presence** rather than words or hierarchy.
 - They mirror **inner conflicts, concentration issues, or lack of confidence**.
 - Leaders must learn to **gain trust rather than exert control**.
- equiXplore offers structured training levels, including:
 1. **Basic introduction to intuitive leadership.**
 2. **Team-building workshops.**
 3. **Intensive personal development coaching with horses.**

2. 2006-02-24 Der Standard - Team Spirit 【132†source**

- Discusses **team-building exercises using horse-assisted coaching**.
- Participants engage in **non-verbal communication** with horses to build trust and cooperation.
- **Key lessons for corporate teams:**
 - **Clear leadership and communication** prevent misunderstandings.
 - **Self-awareness is critical**—horses react honestly to human emotions.
 - **Group cohesion improves when leaders are adaptive and empathetic**.

3. 2006-04 KMU - Claudia Sidler 【133†source**】

- **Horse-assisted training for business leaders** in Switzerland.
- Horses can **immediately assess leadership qualities**, mirroring human **mental and emotional states**.
- **Main insights:**
 - Horses do not respond to titles or status but **to presence and energy**.
 - Leaders must find a balance between **authority and empathy**.
 - Working with horses **bridges the gap between leadership theory and real-world application**.
- The program offers **self-awareness exercises, team-building activities, and individual coaching sessions**.

4. 2006-04 Hundejournalen - "With the Horse as Coach" 【134†source**】

- This article explores the **emotional connection between horses and humans**.
- It draws parallels between **horse training and effective leadership**.
- Horses teach leaders to **gain trust through authenticity, patience, and consistent communication**.

5. 2006-05-28 Wortstark Newsletter - Horse and Soul 【135†source**】

- An interview with **Stephan G. Meyer**, a leadership coach using horses.
- Meyer emphasizes that **leadership is about presence, not authority**.
- **Three feedback levels in his training:**
 1. **The horse** gives immediate, unbiased feedback.
 2. **Other participants** observe and reflect on leadership behaviors.
 3. **The coach** helps analyze patterns and identify growth areas.
- Horses reveal **subconscious leadership habits**, allowing participants to improve their **authenticity and non-verbal communication**.

6. 2006-08 Pferderevue Österreich 【136†source**】

- **Gerhard Krebs**, founder of HorseDream, pioneered horse-assisted executive training in Europe.
- The article explores **why horses are effective leadership trainers**:
 - Horses, like employees, need **clear and consistent guidance**.
 - They **do not respond to forced authority**—leaders must **earn respect**.
 - Good leaders **balance assertiveness with empathy**, just like a lead mare in a herd.
- The study highlights that **65% of European employees lack motivation**, suggesting that many leaders fail to provide **clear direction and engagement**.

7. 2006-08-09 Handelsblatt - "Sent Back to Petting" 【137†source**

- Covers **horse-assisted leadership training for executives** in Germany.
- Executives work with horses to develop **self-awareness, trust-building, and non-verbal leadership skills**.
- **Key learnings**:
 - Leaders must **project calm confidence** rather than just control.
 - Horses instinctively assess if a person is a **worthy leader**.
 - The four essential leadership qualities:
 1. **Clarity** – The ability to provide a clear vision.
 2. **Determination** – Showing consistent and strong decision-making.
 3. **Calmness** – Staying composed under pressure.
 4. **Connection** – Building trust and empathy with the team.
- The seminar challenges **dominant leadership styles**, helping managers **develop a more balanced, trust-based approach**.

Overall Summary

- **Horse-assisted leadership training is now a widely recognized method across Europe**, with a strong presence in corporate, healthcare, and personal development fields.
- **Key themes from these articles**:
 1. **Horses act as leadership mirrors**, providing **instant, honest feedback**.
 2. **Presence and emotional intelligence** are more important than **authority and control**.
 3. **Executives, business owners, and leadership teams** gain valuable insights on **trust, communication, and self-awareness** through equine-assisted coaching.

4. **Many organizations now integrate horse-assisted leadership programs** into their executive training to **increase engagement, motivation, and effectiveness.**
5. **Trust-based leadership** is replacing **hierarchical, command-driven leadership**, creating **more adaptable and resilient teams.**

Here are the summaries of the newly uploaded PDFs:

1. 2006-08-17 Braunschweiger Zeitung - Horse Sense

- Discusses **the increasing popularity of horse-assisted leadership training.**
- The concept is based on the idea that **horses respond only to authentic leadership** and reflect human **emotional states and communication patterns.**
- The article emphasizes that **business leaders, managers, and trainers are now using horse-assisted coaching** as an effective way to develop **trust, confidence, and presence.**

2. 2006-09 ManagerSeminare - "What the Boss Learns from the Horse"

- Management training with horses was once considered a novelty but is now gaining **wide recognition and credibility.**
- **Gerhard Krebs**, founder of HorseDream, pioneered this training method over a decade ago.
- The **European Association for Horse Assisted Education (EAHAE)** has grown significantly, now including **over 100 training providers across Europe.**
- Companies like **Allianz, Hewlett Packard, and IBM** have sent their executives to these horse-assisted leadership seminars.
- **Key lessons for leaders:**
 - Horses provide **immediate, honest feedback.**
 - **Clear communication and authenticity** are essential for effective leadership.
 - Leadership training with horses **translates directly into workplace success.**

3. 2006-09-06 BvL - Ingrid Hens

- **Medical students at Hasselt University** are now using **horses to develop better communication skills.**
- The course "**Horse Sense for Docs**" teaches doctors-in-training how to interact with patients by practicing with horses.
- **Horses act as mirrors**, showing students how **their behavior, body language, and confidence impact others.**
- **Key takeaways:**
 - Doctors must learn to communicate **clearly, empathetically, and with confidence.**

- Patients, like horses, will **respond better to respect and understanding** rather than **force or authority**.

4. 2006-09-06 Dagblad - Ingrid Hens

- Further elaborates on "**Horse Sense for Docs**", emphasizing its **practical application in the medical field**.
- The program helps future doctors learn **how to gain patient trust** through **subtle, non-verbal communication**.
- Horses help students understand that **patients respond best to clarity, patience, and reassurance**.
- The course is part of the **third-year medical curriculum at Hasselt University**.

5. 2006-09-06 De Morgen - Ingrid Hens

- This article highlights **how doctors can improve their bedside manner through horse-assisted training**.
- The **University of Hasselt introduced the program permanently** after a successful trial.
- A student participant noted:
 - “At first, we thought it was just about working with horses, but we soon realized it was about **understanding ourselves and how we interact with others**.”
- The goal is to **enhance emotional intelligence, leadership, and interpersonal skills**.

6. 2006-09-06 HLN - Medical Students Train with Horses

- A detailed look into **how horse-assisted training improves medical professionals' communication skills**.
- The program focuses on:
 - **Observing how horses react to subtle emotional changes**.
 - **Teaching students to approach patients with confidence and care**.
 - **Encouraging non-verbal communication awareness**.
- **Key insights:**
 - Horses **do not lie**—they react **only to what they sense in a person**.
 - This experience **helps doctors build better relationships with patients**.

7. 2006-09-11 De Standard - Ingrid Hens

- Confirms that "**Horse Sense for Docs**" has now become a **permanent elective course** at Hasselt University.
- Students engage in **various horse-related exercises to improve their confidence and communication**.

- **Horses provide instant feedback**, helping students refine **both verbal and non-verbal interactions**.

8. 2006-09-29 Steirische Wirtschaft - "Are You the Leader or Is the Horse?" 【157†source**

- **Bruno Sperl**, an Austrian horse trainer, offers **leadership coaching with horses** to managers.
- His "**Leadership by Horses**" seminar costs **€490 per day**, teaching executives **how to build trust, set boundaries, and establish authority naturally**.
- The training involves:
 - **Trust-building exercises with horses.**
 - **Leading without force.**
 - **Learning how different leadership styles affect team dynamics.**
- The seminar is conducted in collaboration with the **Spanish Riding School and Piber Stud**.

Overall Summary

- **Horse-assisted leadership training is now recognized across corporate, healthcare, and academic fields.**
- **Key themes from these articles:**
 1. **Horses provide real-time, unbiased feedback**, helping participants refine their **leadership and communication skills**.
 2. **Medical professionals are now using horse-assisted coaching** to improve **doctor-patient interactions**.
 3. **Major companies and universities** have incorporated **horse-assisted programs into leadership and personal development training**.
 4. **The European Association for Horse Assisted Education (EAHAE)** continues to expand, establishing **horse-assisted learning as a respected training method**.
 5. **Trust-based leadership is replacing traditional authoritarian styles**, making leaders more **adaptable, empathetic, and effective**.

Here are the summaries of the newly uploaded PDFs:

1. 2006-11 Industriemagazin Österreich - Bruno Sperl

- Discusses a **leadership seminar in Burgenland, Austria**, where **horses evaluate leadership skills**.
- Trainer **Bruno Sperl** developed a method where **managers must earn respect from horses**.

- Participants are tasked with guiding a horse through **an obstacle course**, revealing their leadership approach.
- **Main insights:**
 - Horses **only follow those they trust**—forcing them doesn't work.
 - Leadership requires **confidence, clear communication, and adaptability**.
 - **Experiential learning** with horses helps managers **recognize their leadership strengths and weaknesses**.

2. 2006-11-07 Hamburger Abendblatt - "What Horses Whisper to Leaders"

- Highlights the **growing trend of leadership training with horses**.
- Trainers **Kerstin Kruse and Anabel Schröder** run seminars where **managers receive instant feedback from horses**.
- **Case study:** A manager struggles to direct a horse, reflecting her **lack of assertiveness and confidence**.
- **Key takeaways:**
 - Horses **react to body language and energy**, not titles or authority.
 - **Authenticity and presence** are crucial for effective leadership.
 - **Major corporations (e.g., IBM, Allianz, Hewlett Packard) have integrated horse-assisted training into leadership development programs**.

3. 2006-11-07 Hamburger Abendblatt - "Nine Golden Rules for Leadership with Horses"

- Outlines **nine principles** that horse-assisted leadership training teaches:
 1. **Observation skills** – Leaders must assess their team's emotional state.
 2. **Non-verbal communication** – Body language reveals leadership strength.
 3. **Self-awareness** – Horses expose inconsistencies in leadership behavior.
 4. **Charisma and presence** – Trust leads to cooperation.
 5. **Discovering hidden strengths** – Experiential learning enhances leadership.
 6. **Trust-based leadership** – Respect is more effective than force.
 7. **Authenticity** – Leadership must adapt to different situations.
 8. **Hierarchy awareness** – Social structures in horse herds mirror workplace dynamics.
 9. **Intuitive leadership** – Emotionally intelligent leaders are more effective.

4. 2007-10-20 DN - Fabio Manzetti

- Covers the **third annual European Association for Horse Assisted Education (EAHAE) conference**.

- Hosted in **Sittendorf, Austria**, attended by **business leaders and trainers from around the world**.
- **Coach Paul Hunting** demonstrates how **horses help leaders connect with their authentic selves**.
- **Key insights:**
 - A young woman experiences an emotional breakthrough while leading a horse.
 - Horses reveal **emotional blockages** in leaders, improving their self-awareness and confidence.
 - Many **top executives struggle with stress and pressure**, and **horse-assisted coaching helps them manage these challenges**.

5. 2007 BildungSchweiz - Ursula Ruthemann

- **Ursula Ruthemann**, a psychotherapist and educator, integrates **horse-assisted personality training** into teacher education.
- Her program, now part of **the University of Teacher Education in Central Switzerland (PHZ)**, helps teachers develop:
 - **Emotional intelligence**
 - **Self-awareness**
 - **Better classroom management skills**
- **Key takeaways:**
 - **Teachers are leaders**, and **horse-assisted learning improves their ability to connect with students**.
 - **Hierarchical behavior in horse herds** is similar to **social dynamics in classrooms**.
 - **Video analysis is used** to track participants' progress before and after training.

6. 2007 - "Natural Leadership in Life and Business"

- Explores **Equiemoción**, a horse-assisted leadership training company in Spain.
- Founded by **Carlos Iglesias and Anna Álvarez**, the program helps **business professionals develop authentic leadership**.
- **Main principles:**
 - **Traditional leadership based on hierarchy is outdated**—modern leadership requires **trust and emotional intelligence**.
 - Horses react to **genuine leadership**, not authority.
 - **Executives must learn to build trust and inspire teams naturally**.
- **Notable corporate clients include Deutsche Bank**, which uses **horse-assisted training to assess leadership potential**.

7. 2007 - "Horses and Leadership" (Cavalls i Lideratge) [179†source**

- Discusses a **horse-assisted leadership program in Spain**.
 - **The program teaches intuitive leadership, stress management, and self-awareness.**
 - **Key lessons from horse interaction:**
 - **Horses don't respond to force—only to trust and confidence.**
 - **Executives develop emotional intelligence** by learning how to communicate with horses.
 - **Team-building exercises involve guiding horses through obstacle courses.**
 - **Leadership is about consistency and authenticity**—qualities that horses recognize immediately.
-

Overall Summary

- **Horse-assisted leadership training continues to grow worldwide, influencing corporate executives, teachers, and medical professionals.**
- **Key themes from these articles:**
 1. **Horses reveal authentic leadership qualities, making them ideal training partners for executives.**
 2. **Emotional intelligence, trust, and presence** are more important than **hierarchy or authority** in effective leadership.
 3. **The EAHA is expanding**, with companies like **IBM, Allianz, and Deutsche Bank** using horse-assisted learning in executive training.
 4. **Spain and Switzerland have introduced horse-assisted programs in teacher training and corporate leadership development.**
 5. **Experiential learning with horses is proving more effective than traditional management courses, leading to real behavioral change.**

Here are the summaries of the newly uploaded PDFs:

1. 2007-01 Brand Eins - "The Corporate Whisperer"

- The article critiques **traditional corporate leadership models**, arguing that many executives **make impulsive decisions in isolation**.
- It explores the **shift from authoritarian leadership to a more coaching-based approach**.
- The author suggests that **leaders should act as mediators and coaches**, similar to how horse trainers **build trust and cooperation** rather than force compliance.
- **Robert Redford's "Horse Whisperer" metaphor** is used to illustrate the **growing importance of emotional intelligence in leadership**.

2. 2007-01 Privilege - equiXplore

- A promotional article for **equiXplore**, a horse-assisted leadership training company.
- Emphasizes that **non-verbal communication is key to successful leadership**.
- equiXplore offers courses for **executives, managers, and personal development**.

3. 2007-01-05 Berliner Zeitung - "The Bosses' Horses"

- Reports on a **horse-assisted leadership seminar in Erbach**, attended by executives from **Deutsche Bank, Siemens, and McDonald's**.
- Participants experience "**immediate feedback**" from horses, showing whether their leadership approach is effective.
- **Gerhard Krebs (HorseDream founder)** explains that horses **mirror leadership behaviors**, revealing **inconsistencies and blind spots**.
- **Key takeaways:**
 - **Confidence, clarity, and presence** are essential for leadership.
 - **Hierarchies in horse herds mirror business structures**, but with more flexibility.

4. 2007-01-30 Tages-Anzeiger - Val Frischknecht 【195†source**

- Covers the **Advanced Personal Communications AG (APC)** training program in Switzerland.
- Trainer **Val Frischknecht** uses **four Argentine polo ponies** to teach leadership and communication skills.
- Key concepts:
 - **Executives must "prove" their leadership** to horses through **body language and consistency**.
 - **The best leaders inspire trust rather than demand obedience**.
 - The course helps **mobbing victims** regain confidence by learning how to set boundaries with dominant horses.

5. 2007-02 Hamburger Wirtschaft - Zentaurus 【196†source**

- Discusses **Zentaurus Coaching**, a German company specializing in **horse-assisted leadership training**.
- Emphasizes the **importance of presence, emotional intelligence, and adaptability**.

6. 2007-02-07 The Herald - "Learn to Lead on the Hoof" 【197†source**

- Reports on **Equinox Coaching**, a Scottish company using horses for **leadership development**.
- Founder **Anette Haug** explains that **horses naturally choose their leaders based on trust, not dominance**.

- **Key insights:**
 - **Three leadership styles** are explored: leading from the front (directive leadership), from the side (collaborative leadership), or from behind (delegation).
 - **Participants learn that power is not an option—horses will only follow genuine, confident leaders.**
 - The method is expanding beyond leadership into **programs for children and adults with behavioral challenges.**

7. 2007-03 DN - Fabio Manzetti

- Norwegian leadership coach **Fabio Manzetti** left a career in macroeconomics to focus on **horse-assisted leadership training.**
- His courses help **business leaders manage stress, improve communication, and develop self-awareness.**
- **Key learnings:**
 - **Horses teach leaders to lead with confidence and empathy** rather than authority.
 - Many executives are **isolated and rely on "yes-men"**, making horse-assisted training a valuable **self-reflection tool.**

8. 2007-03 Wirtschaft und Weiterbildung - Bosch 【199†source**

- Describes how **Bosch introduced a leadership training fair**, where executives could explore different personal development programs.
- **Horse-assisted leadership training was the most popular course.**
- **Key insights:**
 - Bosch executives found that **horses give honest feedback on leadership abilities.**
 - Many **participants viewed it as a transformative experience**, stating that it helped them become **better leaders and communicators.**

Overall Summary

- **Horse-assisted leadership training is now widely accepted in corporate, academic, and personal development settings.**
- **Key themes from these articles:**
 1. **Horses provide instant, honest feedback**, helping leaders **identify weaknesses and improve communication.**
 2. **Major companies like Deutsche Bank, Siemens, McDonald's, and Bosch** are integrating **equine-assisted training into leadership development.**

3. **Horse training mirrors workplace leadership**, highlighting the importance of **trust, emotional intelligence, and non-verbal communication**.
4. **Different training models emphasize various leadership styles**, from **direct leadership (leading from the front) to delegation (leading from behind)**.
5. **Horse-assisted learning is expanding beyond business**, with applications in **medical education, behavioral therapy, and personal development**.

Here are the summaries of the newly uploaded PDFs:

1. 2007-03-02 Financial Times Deutschland - "Tough Therapy for the Boss" (Rosskur für den Boss)

- **Horse-assisted leadership training** is the latest trend among **corporate training programs**.
- Executives participate in **horse-led obstacle courses**, revealing **their leadership strengths and weaknesses**.
- **Trainer Verena Neuse** explains that **horses mirror authentic leadership behavior**.
- **Key takeaways:**
 - Leaders must provide **clear, non-verbal communication**.
 - **Horses refuse to follow those who lack confidence**.
 - This training is **more effective than traditional personality seminars**.

2. 2007-03-28 METRO - "Horses Provide Leadership Insights"

- **Kerstin Weibull Lundberg**, a former management consultant, now uses **horses for leadership development**.
- Her company, **3 Falls Horse Power & Natural Leadership**, helps executives develop **clear communication and team skills**.
- **Key insights:**
 - **Participants lead horses without force**, learning to **adapt their leadership style**.
 - If a horse stops following, it reflects **a loss of trust or unclear signals**.
 - The program improves **decision-making and leadership presence**.

3. 2007-04 Pferdemagazin - "Boss Meets Horse"

- Explores **the rapid growth of horse-assisted leadership training in Germany**.
- **Trainer Verena Neuse** helps managers develop **authentic leadership skills**.
- **Key insights:**
 - Horses reveal **leadership blind spots**.
 - **Hierarchy in horse herds mirrors corporate structures**.

- **Major companies like IBM and Hewlett-Packard** have adopted this training method.

4. 2007-04-07 taz-extra - "Learning from Horses"

- **Horsesense Training & Coaching**, led by **Anja Kruse and Anabel Schröder**, offers leadership development programs in Germany.
- **Key takeaways:**
 - Horses **react to leadership inconsistency**, exposing **misalignments between self-perception and reality**.
 - **Authenticity is crucial**—leaders who suppress emotions fail to earn trust.
 - The demand for **a new leadership culture** is growing, with more **companies integrating horse-assisted learning**.

5. 2007-06 Rapport - Paul Hunting - "Why Talk to a Guru When You Can Whisper to a Horse?"

- **Paul Hunting** has developed **Horse-Assisted Transformation (HAT)**, which combines **NLP techniques with horse-assisted coaching**.
- Horses provide **instant feedback on leadership behavior and emotional intelligence**.
- **Key takeaways:**
 - Horses force leaders to be **fully present and aware**.
 - The experience enhances **self-awareness, confidence, and stress management**.
 - **Horses ignore external status**, focusing only on **genuine leadership presence**.

6. 2007-06 Training Austria - "Silent Leadership" (Ohne Sprache) **[216†source****

- **Horse-assisted training is booming in Austria**, led by trainers like **DDr. Fritz Hendrich**.
- **Key lessons from the training:**
 - Horses **act as neutral, honest feedback partners**.
 - **Successful leadership relies on trust, emotional intelligence, and adaptability**.
 - **Participants refine their ability to communicate non-verbally**.

7. 2007-06 Training Austria - "HorseSense Leadership by Robert Koenes" **[217†source****

- **Austrian executives** participate in a **two-day horse-assisted leadership seminar**.
- **Trainer Robert Koenes** emphasizes:
 - Horses **respond to presence and intention**, not authority.
 - Leaders must **balance pressure and trust** to build effective teams.
 - **Executives gain deep self-awareness through real-time feedback**.

Overall Summary

- **Horse-assisted leadership training is gaining widespread adoption across Europe, including Germany, Austria, and Sweden.**
- **Key themes from these articles:**
 1. **Horses provide unbiased feedback on leadership behavior**, helping executives refine **communication, confidence, and emotional intelligence.**
 2. **Companies like IBM, Hewlett-Packard, and Deutsche Bank** have integrated horse-assisted learning into **executive training.**
 3. **Programs emphasize presence over authority**, showing that **leaders must earn trust rather than demand obedience.**
 4. **The method is expanding beyond corporate settings**, influencing **team-building, stress management, and medical communication.**
 5. **The European Association for Horse Assisted Education (EAHAE) continues to expand**, positioning **horse-assisted coaching as a key tool in modern leadership development.**

Here are the summaries of the newly uploaded PDFs:

1. 2007-06 Training Austria - "Leadership by HorseSense" (Robert Koenes)

- A **two-day horse-assisted leadership seminar** led by **Robert Koenes** and **Sabine Lettl** in Austria.
- The training aims to **reveal leadership patterns and behaviors** through direct interaction with horses.
- **Key lessons:**
 - Horses provide **unfiltered, honest feedback** that is **not influenced by status or past achievements.**
 - **Nine different exercises** help leaders develop **goal orientation, resilience, and decision-making.**
 - One exercise requires participants to **guide a horse over obstacles**, mirroring **real-world leadership challenges.**
 - **Leaders learn to balance pressure and trust**—too much pressure breaks trust, making leadership ineffective.
 - A final **group exercise** demonstrates the power of **team synergy and non-verbal influence.**

2. 2007-06-03 DLF - "Consultants: The Whisperers of a Helpless Society"

- A **radio feature exploring various coaching methods**, including **horse-assisted leadership training.**

- **Fritz Hendrich**, an Austrian leadership consultant, discusses **how horses help executives improve self-awareness**.
- **Case study: A high-pressure manager** struggles to connect with a horse, highlighting **his inability to relax and build trust**.
- **Key takeaways:**
 - **Executives experience their leadership style firsthand**, allowing for deeper reflection.
 - **Horses function as unbiased feedback providers**, mirroring authentic human behavior.
 - Leadership training with horses taps into the **limbic system**, enhancing **emotional intelligence**.

3. 2007-07 TARA Magazine - "Horse Psychology" (Fabio Manzetti) 【230†source**

- **Fabio Manzetti** is featured in a **lifestyle coaching section**, using **horses as coaches** for personal development.
- His courses help individuals **develop self-awareness, confidence, and clarity**.
- **Main principles:**
 - **Horses react only to true emotions**, making them **perfect partners for personal growth**.
 - **Leadership and personal transformation go hand in hand**.
 - **Manzetti offers training programs in both Norway and Italy**.

4. 2007-08-20 Berliner Kurier - "Manager Training in the Riding Arena" 【231†source**

- **Inés Bahlmann**, a German trainer, runs **horse-assisted coaching for executives**.
- **Key lessons from the training:**
 - **Social awareness:** Participants must identify the **true leader of a horse herd** (often the quietest horse).
 - **Teamwork:** A group exercise where executives must **herd horses together**, revealing **gaps in cooperation**.
 - **Trust-building:** Participants **ride blindfolded**, experiencing what it's like to **fully rely on others**.
- **Key insight:** True leadership is **not about dominance but about trust and clear communication**.

5. 2007-09 TARA Magazine - "Maya and Her Horse Coach" (Fabio Manzetti)

- **Maya Gulbrandsen**, a coach, describes how **her horse Tara serves as her mentor**.
- **Key insights from horse-assisted coaching:**
 - **Horses provide immediate, direct feedback on leadership behaviors**.

- **Communication is key**—a horse won't follow unless it trusts the leader.
- **Lessons learned with horses translate directly into leadership and life skills.**

6. 2007-09-14 Vakka - "Horsemanship, Therapy, and Coaching Combined" (Annette Kujander) [233†source**

- **Hevonkeidas**, a Finnish horse training center, integrates **leadership coaching, therapy, and horsemanship training**.
- **Annette Kujander**, a life and business coach, uses **horse-assisted coaching** to train leaders.
- **Key takeaways:**
 - Horses demand **authenticity, consistency, and emotional awareness**.
 - **Paul Hunting**, a UK-based expert, mentors Kujander in **horse-assisted leadership transformation**.
 - Clients work on **trust-building, decision-making, and self-confidence** through **one-on-one coaching with horses**.

Overall Summary

- **Horse-assisted leadership training continues to expand** across Europe and Scandinavia, offering **deep personal insights for executives and individuals**.
- **Key themes from these articles:**
 1. **Horses expose hidden leadership strengths and weaknesses**, allowing for **authentic personal growth**.
 2. **Major training centers in Austria, Germany, Norway, and Finland** have adopted **horse-assisted leadership coaching**.
 3. **Companies and individuals alike are turning to horse-assisted coaching** for **emotional intelligence, self-awareness, and trust-building**.
 4. **The EAHA and top trainers like Fabio Manzetti, Robert Koenes, and Paul Hunting** continue to lead the movement.
 5. **Horse-assisted coaching is now being integrated into executive training, therapy, and personal development programs**.

Here are the summaries of the newly uploaded PDFs:

1. 2007-09-27 Financial Times Deutschland - "Who Doesn't Lead, Loses"

- **Executives train their leadership skills at a horse-assisted seminar in Lüneburg, Germany**.
- Trainer **Bettina Städter** explains that **horses are stricter than employees—if leadership is unclear, they won't follow**.
- **Key takeaways:**

- Horses provide **instant and honest feedback**.
- **Executives must communicate with confidence, presence, and clarity**.
- **The training reveals hidden leadership weaknesses**, often overlooked in corporate settings.

2. 2007-10 SalesProfi - "Horse & Soul"

- **Horse-assisted coaching is being used to train young executives** at Rancho Paradiso, Germany.
- The **Machwürrh Team International** leads the program.
- **Main concepts:**
 - Horses **reflect leadership behaviors**, allowing managers to refine their approach.
 - **Video recordings help participants analyze their body language and communication**.
 - **Non-verbal leadership is key**—horses respond to intention, not authority.

3. 2007-10-19 Handelsblatt - "Animal Learning Effect"

- **Explores how various animals (horses, wolves, birds of prey) are used in leadership training**.
- **Horse-assisted coaching is now mainstream**, with over **100 providers in Germany**.
- **Key corporate clients include L'Oréal, AWD, and CeWe Color**.
- **Key findings:**
 - **Horses respond to authenticity and emotional intelligence**.
 - **Their reactions help executives refine their leadership style**.
 - **The training is most effective when combined with long-term coaching**.

4. 2007-10-22 CanalRH - "Horse-Assisted Leadership Training in Latin America"

- The article covers the **3rd EAHA Conference in Vienna**, with **96 trainers from 21 countries**.
- **Brazil is increasingly adopting horse-assisted leadership training**.
- **Key discussion topics:**
 - **The science behind horse-assisted training**—horses mirror human emotions.
 - **How the training is being adapted for corporate and personal development in Brazil**.
 - **Growing demand in the UAE** for executive coaching using horses.

5. 2007-11 Brennpunkt Wirtschaft - "Feedback by Horses"

- **Workshop in Weimar, Germany, for young executives.**
- Trainer **Anne-Kristin Kolling** teaches executives how **horses reveal communication inconsistencies.**
- **Key lessons:**
 - **Horses react to mismatched body language and verbal cues.**
 - **Leaders must project confidence and clarity to gain trust.**
 - The training helps executives **develop emotional intelligence and resilience.**

6. 2007-12 Coaching at Work - Paul Hunting: "Horse Whispering as Leadership Training"

- **Paul Hunting**, director of the **Natural Leadership Centre**, describes horse-assisted executive coaching in the UK.
- **Key insights:**
 - **Horses do not recognize rank or status**—they only respond to authentic leadership.
 - **Executives must learn to lead without control tools (no reins, no whips).**
 - **One executive describes his leadership breakthrough**—once he fully committed to his goal, the horse followed immediately.

7. 2008 Pura Raza Española - "Horses as Therapy for At-Risk Youth"

- **Wanda Lee Jones** describes how **Spanish horses (PREs)** are used for equine-assisted education and therapy.
- Her program helps troubled youth develop confidence and trust.
- **Key takeaways:**
 - **PRE horses are ideal for therapy due to their calm nature.**
 - **The program is growing, with increasing international collaboration.**
 - **The EAHAE annual conference continues to connect professionals worldwide.**

Overall Summary

- **Horse-assisted leadership training is now a global phenomenon**, with strong growth in **Europe, Latin America, and the UAE.**
- **Key themes from these articles:**
 1. **Horses provide direct, honest feedback on leadership behavior.**
 2. **Top corporations (L'Oréal, Deutsche Bank, CeWe Color, IBM) are using equine-assisted coaching.**

3. **Latin America is adopting horse-assisted learning, with Brazil as a key market.**
4. **The EAHA is expanding globally, connecting trainers across 21 countries.**
5. **Horses are also being used for therapy and personal development, especially for at-risk youth.**

Here are the summaries of the newly uploaded PDFs:

1. 2008 - Coaching Article Preview - Karen Zoller

- **Karen Zoller presents a communication and leadership training approach using horses.**
- **Horses as learning partners:** They respond **immediately to body language**, making them ideal for **self-awareness and leadership training**.
- **Case study:** A corporate trainer named **Maike** struggles with **unclear communication at work**. Through horse-assisted coaching:
 - She realizes **her leadership presence is inconsistent**.
 - Exercises reveal **the gap between her intentions and actions**.
 - Coaching helps her develop **clearer self-perception and confidence**.

2. 2008-01-12 Frankfurter Rundschau - "The Animal in the Manager"

- **Horses, dogs, and even llamas are being used in leadership training.**
- **Executives learn to build trust with animals**, mirroring real-world leadership skills.
- **Horse-assisted training has grown rapidly in Germany**, with over **150 providers**.
- **Key insight:** Successful leadership **balances authority with cooperation**, a lesson best learned through experiential methods.

3. 2008-02-08 Hannoversche Allgemeine - "Leadership Training with Horsepower"

- **Martina Richter and Henning Koslowski offer horse-assisted leadership training in Lüneburg, Germany.**
- **Managers must guide a horse without physical force**, relying solely on **trust and presence**.
- **Key lessons:**
 - **Horses reflect true leadership skills**—only those who lead with **authenticity and consistency** succeed.
 - **Many executives struggle with establishing trust**, which is evident in their inability to gain the horse's cooperation.

4. 2008-03 Inside Business - "Horses as Leadership Mirrors" (Anja Weiß)

- **Anja Weiß uses horses to provide immediate feedback on leadership presence.**

- **Key insights:**
 - Horses recognize inconsistencies in leadership behavior.
 - Participants develop clarity, confidence, and non-verbal communication skills.

5. 2008-03-22 Hamburger Abendblatt - "Horses Read Body Language"

- Trainer Kerstin Kruse discusses how horses help executives understand their own leadership style.
- Seminars include executives from ThyssenKrupp, Conergy, and Jungheinrich.
- **Main focus:**
 - Horses force leaders to be clear, consistent, and confident.
 - Executives develop a deeper understanding of body language and its impact on communication.

6. 2008-05-09 BILANZ - "Horses Never Lie"

- Equixplore GmbH offers horse-assisted leadership seminars in Switzerland.
- Executives learn to lead through emotional intelligence rather than authority.
- **Key takeaways:**
 - Horses react to authentic emotions, exposing hidden leadership flaws.
 - Swisscom and Migros have integrated horse-assisted training into leadership development.

7. 2008-06-08 Ledelse med hest - "Leadership with Horses" (Denmark) 【269†source**

- Henrik Uldall, a production manager, learns leadership skills through working with Icelandic horses.
- Horses provide immediate, direct feedback, revealing gaps in communication and decision-making.
- **Key takeaway:** Effective leadership is about trust, clarity, and adaptability—not just authority.

Overall Summary

- Horse-assisted leadership training continues to expand globally, with strong adoption in Germany, Switzerland, and Denmark.
- **Key themes from these articles:**
 1. Horses provide unbiased leadership feedback, exposing strengths and weaknesses.

2. **Leading companies (Swisscom, Migros, ThyssenKrupp) have integrated equine-assisted learning** into corporate training.
3. **Trust, confidence, and non-verbal communication are more critical than hierarchy or authority.**
4. **Horse-assisted learning is being recognized in academic and psychological fields**, gaining credibility as a leadership development tool.
5. **The demand for experiential leadership training is increasing**, with **coaching firms offering customized horse-assisted programs.**

Here are the summaries of the newly uploaded PDFs:

1. 2008-06-12 Personnel Today - "Leadership Training: Horse Whispering"

- The article explores whether **horse whispering is a valuable leadership tool.**
- The **"Horses for Courses" program**, run by **Spring Partnerships and Choose2B**, has been used by companies like **Carlsberg and BMW.**
- **Key insights:**
 - **93% of all communication is non-verbal**, making horse-assisted training an ideal way to develop leadership skills.
 - **Horses react only to authentic behavior**, helping leaders refine their **confidence, presence, and communication.**
 - The training **exposes leadership weaknesses** that traditional programs might overlook.
 - **Main lesson:** To get people to follow you, **you must build trust and communicate effectively.**

2. 2008-09 Bilanz - "Antoinette Haering & Verena Neuse"

- The article focuses on **horse-assisted leadership training in Switzerland.**
- **Verena Neuse**, a leading trainer, emphasizes that **horses immediately reveal inconsistencies in leadership behavior.**
- **Corporate clients include major Swiss companies**, highlighting **the growing acceptance of equine-assisted learning in executive coaching.**

3. 2008-09 NRC Handelsblad - "The Horse as a Mirror" (Jacolijne Coops)

- **Jacolijne Coops runs leadership training with horses in the Netherlands.**
- **Key takeaways:**
 - Horses **respond instantly to leadership presence**—they either follow you or ignore you.
 - A case study describes a **woman completely ignored by the horse**, leading her to recognize **her lack of presence and confidence.**

- **Horses help managers gain self-awareness, offering direct and honest feedback.**

4. 2008-10 Wirtschaft im Südwesten - Anja Weiß 【284†source**

- Anja Weiß discusses **how horses provide immediate, unbiased feedback in leadership training.**
- **Executives participate in non-verbal leadership exercises, improving self-confidence and emotional intelligence.**

5. 2008-11-08 DIE WELT - "Bettina Städter's Leadership Training with Horses" 【285†source**

- **Bettina Städter, founder of Zentaurus Coaching, uses horses to train executives from international corporations.**
- **Main training methods:**
 - Leaders **must gain the horse's trust without using force.**
 - Horses reveal **subconscious leadership tendencies**, helping participants refine **communication and decision-making skills.**
 - The training is now recognized as an **effective executive coaching method.**

6. 2008-11-09 Aftenposten - "Horse Therapy for Leaders" (Fabio Manzetti) 【286†source**

- **Fabio Manzetti runs HorsEcutive, a horse-assisted leadership program in Norway and Italy.**
- **Key insights:**
 - Leaders **must communicate their vision clearly**—horses only follow those who provide **trust and direction.**
 - **Executives learn humility and emotional intelligence** through horse interactions.
 - **The program has trained over 50-60 corporate leaders, highlighting its success in executive development.**

7. 2009-01-02 Stern - "HorseDream and Leadership Training" 【287†source**

- **HorseDream, a pioneering company in equine-assisted leadership training, is featured.**
- The article emphasizes that **traditional management training is no longer enough**—companies are now looking for **experiential, emotion-based learning.**
- **Key takeaway: Horse-assisted training is proving to be a long-term, impactful leadership development tool.**

Overall Summary

- **Horse-assisted leadership training is now widely recognized in corporate environments across Europe.**
- **Key themes from these articles:**
 1. **Major global corporations (BMW, Carlsberg, Swiss firms) are investing in equine-assisted learning.**
 2. **Horses provide instant, honest feedback, allowing executives to develop authentic leadership.**
 3. **The method is gaining popularity in Switzerland, the Netherlands, Norway, and Germany.**
 4. **Trainers like Bettina Städter, Fabio Manzetti, and Jacolijne Coops are leading the movement.**
 5. **Horse-assisted coaching is not just a trend—it is becoming an essential part of executive development programs.**

Here are the summaries of the newly uploaded PDFs:

1. 2009-02 Magasinet Hest - Anne Kuehnell

- **Anne Kuehnell, a leadership coach, discusses how horses help executives develop leadership skills.**
- **Key insights:**
 - Horses act as **mirrors**, reflecting **leaders' confidence, consistency, and non-verbal communication.**
 - Training focuses on **trust-building and self-awareness.**
 - **Executives learn to lead by influence rather than authority.**

2. 2009-03 Redazionale EquiLearning - Sonia Struggia

- **Horse-assisted education is gaining traction in Italy as an alternative to traditional leadership training.**
- **Sonia Struggia runs EquiLearning, offering experiential leadership development with horses.**
- **Main takeaways:**
 - **No prior horse experience is needed**—all exercises are done on the ground.
 - The approach is based on a **zooanthropological philosophy**, treating horses as **equal partners** in training.
 - **Participants improve communication, emotional intelligence, and decision-making.**
 - **Large corporations like Hewlett-Packard, Vodafone, and McDonald's** have used this training successfully.

- The **EAHAE Conference in 2008** saw nearly **200 professionals engaging in horse-assisted education.**

3. 2009-03-04 Ostsee-Zeitung - HorseDream

- **HorseDream continues to expand in leadership training across Germany.**
- **Executives participate in workshops where they learn how their leadership presence influences others.**
- **Main focus:**
 - **Horses provide unbiased feedback on leadership behavior.**
 - **Non-verbal communication is a key component of leadership effectiveness.**

4. 2009-04 Spiegel Spezial Wissen - Horse-Assisted Leadership [305†source**

- **A report on the effectiveness of horse-assisted leadership training.**
- **The article explores how executives refine their leadership skills by working with horses.**
- **Key insights:**
 - **Horses react to inconsistencies in human behavior.**
 - **Participants develop confidence, clarity, and emotional intelligence.**

5. 2009-05-29 Actualidad Económica - Victoria Baras

- **Horse-assisted leadership training is expanding in Spain, led by Victoria Baras and Caballos y Liderazgo Natural.**
- **Main corporate clients include Almirall, Sanofi Aventis, Nike, and Roca.**
- **Key takeaways:**
 - **Horses expose leadership strengths and weaknesses.**
 - **Executives learn to manage conflicts, especially in family businesses and corporate mergers.**
 - **The training helps authoritarian leaders become more adaptable.**

6. 2009-06 Cámara de Comercio - Victoria Baras [307†source**

- **Horse-assisted training is recognized as a powerful leadership tool in Spain.**
- **Key insights:**
 - **Executives develop empathy, active listening, and leadership clarity.**
 - **Horses serve as natural leadership mirrors, showing authenticity and presence.**
 - **Programs are tailored for companies like Nike, Caixa Penedès, and Laboratoris Almirall.**

7. 2009-06-10 Offenbacher Post - interHRim 【308†source**

- **Armin Probst runs a horse-assisted training program in Rödermark, Germany.**
- **Key lessons:**
 - **Authenticity is essential for leadership—horses only follow genuine leaders.**
 - **Participants experience immediate feedback on their leadership approach.**
 - **Executives improve non-verbal communication and confidence.**

8. 2009-06-18 ComputerWoche - DGFP Conference on Leadership Training 【309†source**

- **The German Association for Personnel Management (DGFP) hosted a conference featuring horse-assisted training.**
- **Key points:**
 - **Trainers from interHRim demonstrated how horses help executives refine their leadership skills.**
 - **The focus was on improving leadership authenticity and team-building.**
 - **Horse-assisted coaching is gaining credibility as an alternative executive training method.**

9. 2009-06-20 Dossier Economic - Victoria Baras 【310†source**

- **Adecco Training partners with Caballos y Liderazgo to offer horse-assisted leadership programs.**
- **Key takeaways:**
 - **Executives gain insight into their leadership style through real-time feedback from horses.**
 - **Horses help identify team dynamics and communication gaps.**
 - **Large Spanish companies like Nike and Nespresso have adopted this training.**

10. 2009-07-01 Ostsee-Zeitung - EAHAE Conference Report 【311†source**

- **The EAHAE continues to expand its influence in leadership training worldwide.**
- **Key insights:**
 - **Executives from various industries attend annual conferences to learn about horse-assisted coaching.**
 - **The demand for experiential leadership training is increasing across Europe.**

Overall Summary

- **Horse-assisted leadership training is now a well-established practice across Europe, particularly in Germany, Spain, and Italy.**

- **Key themes from these articles:**
 1. **Horse-assisted training is being adopted by multinational corporations like Nike, Sanofi Aventis, Vodafone, and McDonald's.**
 2. **Trust, confidence, and authenticity are central to effective leadership, as reflected in horse behavior.**
 3. **The EAHAE is playing a critical role in expanding horse-assisted education worldwide.**
 4. **Horse-assisted coaching is increasingly used in executive development, conflict resolution, and team-building.**
 5. **Major HR and leadership development organizations, like DGFP and Adecco, are incorporating equine-assisted training into their programs.**

Here are the summaries of the newly uploaded PDFs:

1. 2009-09-16 Ostsee-Zeitung - EAHAE Conference Report

- **The EAHAE International Conference continues to grow, bringing together experts in horse-assisted education.**
- **Key discussions focused on:**
 - The **global expansion of horse-assisted leadership training.**
 - How **corporations and universities** are adopting equine-assisted learning.
 - The increasing **scientific recognition of equine-assisted coaching.**

2. 2009-10 Klages Aktuell - Ilka Hempel

- **Ilka Hempel discusses the growing influence of horse-assisted coaching in business leadership.**
- **Main points:**
 - **Horses act as mirrors** for leadership strengths and weaknesses.
 - **Executives learn to lead through trust and clarity rather than force.**
 - **Corporate interest in this training method continues to rise.**

3. 2009-10 VOLVO - Victoria Baras [326†source**

- **Victoria Baras introduces horse-assisted leadership training for corporate teams.**
- **VOLVO executives participated in a specialized program aimed at:**
 - **Improving communication skills.**
 - **Strengthening teamwork and emotional intelligence.**
 - **Enhancing leadership presence and decision-making abilities.**

4. 2009-10-02 Karaat - "Speed-Equiboosting"

- **Equiboost organized a record-setting horse-assisted coaching event.**
- **100 people were trained in two hours**, each receiving a **one-minute coaching session with a horse.**
- **Main objectives:**
 - **Demonstrate how quickly horses can provide leadership insights.**
 - **Introduce more people to equine-assisted learning.**
 - **Prove that even short interactions with horses can be transformative.**

5. 2009-10-18 De Zondag - Equiboost

- A Belgian publication featuring **Equiboost's innovative coaching methods.**
- The article highlights:
 - **Equine-assisted coaching as an emerging leadership development trend.**
 - **Growing interest from corporate and personal development sectors.**

6. 2009-10-23 Diario de Noticias - Franco Pedrazzi

- **Franco Pedrazzi**, a corporate coach, discusses **how horse-assisted learning is being integrated into European business training.**
- **The focus is on leadership development and emotional intelligence.**

7. 2009-11 Saúde e Bem-Estar - Equus-Dux 【330†source**

- A **Brazilian article on equine-assisted therapy and leadership training.**
- **Equus-Dux is pioneering horse-assisted learning programs in South America.**
- **Key lessons:**
 - **Emotional intelligence is key to leadership success.**
 - **Horses help individuals recognize and adapt their leadership style.**

8. 2009-11 Stübben Magazin - "Hierarchy Training in the Herd" 【331†source**

- **Stübben**, a well-known equestrian brand, explores leadership lessons from horses.
- **Main takeaways:**
 - **Hierarchy training with horses teaches executives how to establish trust and authority naturally.**
 - **Horses do not respond to forced leadership**—they follow those who exhibit confidence and clarity.
 - **Corporate seminars incorporating horse-assisted leadership training are increasing in demand.**

Overall Summary

- **Equine-assisted leadership training is gaining momentum worldwide, with companies like VOLVO and international HR firms integrating it into corporate coaching programs.**
- **Key themes from these articles:**
 1. **Equiboost and other innovative approaches are making equine-assisted learning more accessible, including rapid coaching sessions.**
 2. **Major businesses and leadership organizations continue to invest in horse-assisted development.**
 3. **South America is emerging as a growing market for equine-assisted leadership training.**
 4. **The EAHAE Conference plays a crucial role in expanding horse-assisted coaching globally.**
 5. **Stübben's magazine highlights the increasing link between equestrianism and professional leadership training.**

Here are the summaries of the newly uploaded PDFs:

1. 2009-11 Zwierciadło - Agata & Kasia

- A Polish article discussing **how equine-assisted learning helps individuals improve confidence and leadership.**
- **Key takeaways:**
 - **Horses respond to emotional intelligence and authenticity**, helping individuals refine their leadership skills.
 - **Training programs in Poland** are beginning to integrate equine-assisted education.
 - **Personal development and therapy applications** are also explored.

2. 2009-11-02 Notícias Magazine - Equus-Dux 【346†source**

- **Equus-Dux is a Portuguese-based program combining leadership coaching and horse-assisted learning.**
- **Main focus:**
 - **Horses provide real-time, unfiltered feedback on leadership styles.**
 - **Executives learn to build trust and improve team collaboration.**

3. 2009-12 Coaching Magazin - Stephan Gerd Meyer 【347†source**

- **Horse-assisted coaching is gaining recognition as a serious leadership development tool.**
- **Key insights:**
 - **Horses act as direct mirrors of human emotions and behavior.**

- **Over 200 members from 35 countries** are part of the EAHAE.
- **Case study:** A young business owner learned to command respect by using **small, intentional gestures rather than force.**

4. 2009-12 Ridsport - Kerstin Weibull Lundberg 【348†source**

- **Kerstin Weibull Lundberg**, a Swedish leadership coach, uses **horses to teach corporate executives about leadership and communication.**
- **Key takeaways:**
 - **Horses, like human teams, establish social hierarchies.**
 - **Leaders must provide clear direction without micromanaging.**
 - **Executives compare themselves to different horses, reflecting their leadership style.**

5. 2009-12 Zen Energy - Equus-Dux

- The **Portuguese Equus-Dux program** is featured for its **unique approach to leadership training.**
- **Key insights:**
 - **Horses create a deep self-awareness experience for leaders.**
 - **Training is increasingly recognized in corporate settings.**

6. 2009-12-02 Göttinger Tageblatt - Human-Horse Training 【350†source**

- **Horse-assisted coaching** is featured as a powerful method for corporate leadership development.
- **Main points:**
 - **Horses react to confidence and clarity.**
 - **Executives must learn to lead without force.**

7. 2009-12-04 Handelsblatt - "Altitude Training for Leaders" 【351†source**

- **Horse-assisted training** is compared to altitude training for athletes.
- **Key insight:**
 - **Leadership training with horses strengthens mental resilience, focus, and adaptability.**

8. 2009-12-11 Jornal de Notícias - Equus-Dux 【352†source**

- **Equine-assisted training** continues to gain popularity in Portugal.
- **Key focus areas:**
 - **Trust-based leadership development.**
 - **Improved communication skills in corporate teams.**

9. 2009-12-28 WUW - EAHAЕ [353†source**

- **The EAHAЕ (European Association for Horse Assisted Education) continues to expand globally.**
 - **Key insights:**
 - **More companies are integrating equine-assisted learning into executive development programs.**
 - **Workshops focus on leadership authenticity, trust-building, and emotional intelligence.**
-

Overall Summary

- **Horse-assisted leadership training continues its global expansion, especially in Sweden, Portugal, and Poland.**
- **Key themes from these articles:**
 1. **EAHAЕ now has over 200 members from 35 countries, demonstrating the growth of the field.**
 2. **Corporate clients increasingly rely on horse-assisted coaching for leadership and team development.**
 3. **Programs like Equus-Dux are successfully implementing equine-assisted coaching in Portugal.**
 4. **Executives compare leadership styles with horse herd dynamics, gaining valuable insights.**
 5. **Horses help leaders develop resilience, clarity, and confidence, reinforcing trust-based leadership principles.**

Here are the summaries of the newly uploaded PDFs:

1. 2010 Sweden UNT - Catarina Espmark

- **Catarina Espmark uses Horse Assisted Education (HAE) to train executives.**
- **Two managers, a cleaning company CEO and a genetics professor, participate in a leadership test with a horse.**
- **Key takeaways:**
 - **Horses provide instant, honest feedback on leadership styles.**
 - **One manager led passively, waiting for the horse to move on its own.**
 - **The other used verbal encouragement, but the horse remained still—highlighting the importance of presence over words.**
 - **Horses don't care about titles or authority, only about authentic leadership and communication.**

2. 2010-01 EQUUS - HorseDream

- **Gerhard and Karin Krebs pioneered HorseDream, an equine-assisted leadership program.**
- **Key insights:**
 - **Horses mirror leadership behaviors**, revealing strengths and weaknesses.
 - **Participants engage in practical leadership exercises** with horses, such as **leading without force.**
 - **HorseDream has expanded globally**, with over **60 licensed trainers.**

3. 2010-02-18 LO Tidningen - "The Horse Trains the Boss" 【368†source**

- **Equine-assisted leadership training is growing in Sweden**, imported from **Germany, Austria, and the USA.**
- **Key takeaways:**
 - **Horses ignore words and focus only on body language.**
 - **Executives must be clear about their goals before they can lead effectively.**
 - **Horses provide immediate, unbiased feedback**, unlike human employees who may hesitate to be honest.

4. 2010-04 EQUUS - Body Language & HorseDream 【369†source**

- **HorseDream training emphasizes the importance of non-verbal communication in leadership.**
- **Key insights:**
 - **Horses communicate through body language**, offering a direct reflection of leadership behavior.
 - **Participants refine their ability to lead by focusing on presence, consistency, and trust-building.**

5. 2010-04-06 La Vanguardia - "The Horse Teaches You to Be a Good Leader"

- **Spanish horse whisperer Edgar Guerrero teaches leadership using equine-assisted coaching.**
- **Key takeaways:**
 - **Horses follow leaders who project calm confidence.**
 - **A CEO who intimidated the horse learned to soften his approach** and gained insight into his leadership flaws.
 - **Another participant, who lacked confidence, eventually led the horse successfully**, boosting her **self-esteem and leadership skills.**

6. 2010-05-23 Tagesspiegel - Julia Neles

- **An article discussing how horse-assisted leadership training is used in Germany.**
 - **Key focus:**
 - **Horses expose leadership weaknesses and help managers refine their skills.**
 - **Practical exercises focus on non-verbal communication and trust-building.**
-

Overall Summary

- **Horse-assisted leadership training continues to expand in Europe, particularly in Sweden, Spain, and Germany.**
- **Key themes from these articles:**
 1. **Horses provide a mirror for leadership behaviors, helping participants identify blind spots.**
 2. **Sweden and Spain are emerging as strong markets for equine-assisted coaching.**
 3. **HorseDream remains a leader in this field, with an expanding global network.**
 4. **Horses ignore authority and titles, responding only to authenticity, clarity, and confidence.**
 5. **Corporate clients are increasingly adopting equine-assisted training as a**
Here are the summaries of the newly uploaded PDFs:

1. 2010-06-16 Be the Best (Czech Republic)

- **Horse-assisted leadership training is compared to traditional management education.**
- **Main insights:**
 - **Horses act as direct feedback mechanisms, reflecting authenticity and confidence** in leadership.
 - **Unlike theory-based leadership training, equine-assisted education provides experiential learning.**
 - **Participants develop skills through trial-and-error**—testing different leadership styles with the horse as a mirror.

2. 2010-06-23 Leva (Sweden)

- **Swedish managers test their leadership styles through horse-assisted education.**
- **Key insights:**
 - **Horses don't respond to authority but to clarity and consistency.**
 - **Executives must let go of stress and be fully present** to gain the horse's trust.

- **Each manager's leadership style is tested through exercises**, with clear results on their communication strengths and weaknesses.

3. 2010-07-20 WUV - Armin Probst

- The file content is unreadable, but likely relates to **equine-assisted education in corporate training**.

4. 2010-11 CallCenterScout - Helmut and Inge

- **A group of call center professionals undergoes equine-assisted training to improve leadership and emotional intelligence.**
- **Key findings:**
 - **Call center employees learn to communicate better through non-verbal cues.**
 - **The training focuses on natural leadership instincts rather than forced authority.**
 - **Participants report increased self-awareness and team cohesion after the experience.**

5. 2010-12-05 ABC Spain

- **Spanish companies begin integrating wellness and leadership programs, including equine-assisted coaching.**
- **Key insights:**
 - **Equine-assisted training is part of a broader corporate well-being trend.**
 - **Businesses recognize the link between emotional intelligence, stress management, and leadership effectiveness.**
 - **Major companies like Telefónica and Banco Santander are adopting similar training models.**

6. 2011 Spring WHOA! - Heartfelt Connections (Canada)

- **Equine Facilitated Learning (EFL) is gaining traction in Canada.**
- **Key insights:**
 - **Horses help individuals develop emotional intelligence and leadership skills.**
 - **Executives and organizations use equine-assisted learning for personal growth and team-building.**
 - **EFL workshops allow participants to gain self-awareness and improve interpersonal skills.**

7. 2011-01 Gewinn Austria - CONA

- The document is unreadable, but likely relates to **equine-assisted training in Austria**.

8. 2011-01-21 BDVT News & Facts - Verena Neuse

- **BDVT, a professional training association in Germany, highlights the value of horse-assisted coaching.**
- **Key insights:**
 - **Executives learn how to gain respect and trust without coercion.**
 - **BDVT plans to offer certified training for Horse Assisted Education professionals.**
 - **Leadership through trust and authenticity is emphasized.**

9. 2011-02 Equipage - Leadership Training (Sweden)

- **Horse-assisted leadership training continues to expand in Sweden.**
 - **Key takeaways:**
 - **Horses provide honest, unbiased feedback on leadership behavior.**
 - **Participants practice clear communication and presence with horses.**
 - **The training is gaining popularity among corporate executives and leadership teams.**
-

Overall Summary

- **Horse-assisted leadership training continues to expand across Europe and North America, particularly in Sweden, Spain, Germany, and Canada.**
- **Key themes from these articles:**
 1. **Equine-assisted learning provides real-time leadership feedback that is more effective than traditional leadership training.**
 2. **Major companies are integrating horse-assisted education into executive development programs.**
 3. **Sweden and Canada are emerging as key regions for equine-assisted leadership training.**
 4. **Call center professionals and corporate executives alike benefit from experiential horse-assisted coaching.**
 5. **Emotional intelligence, trust-based leadership, and presence are central to effective leadership—and horses teach these skills naturally.**

Here are the summaries of the newly uploaded PDFs:

1. 2011-02 LAWR - Madeleine Moore

- **Horse-Assisted Learning (HAL) is gaining popularity as an alternative to traditional management training.**

- **Key insights:**
 - Horses **mirror human emotions and provide honest, real-time feedback.**
 - **Participants learn leadership, trust, and teamwork** through practical exercises with horses.
 - **Unlike classroom training, HAL forces individuals to adapt in the moment,** improving their leadership effectiveness.

2. 2011-02 Daily Echo - Sally Churchward

- **Equine-Facilitated Learning (EFL) is used as an alternative therapy for anxiety and confidence-building.**
- **Key takeaways:**
 - **Horses respond to emotions and energy rather than words.**
 - **Participants experience emotional breakthroughs faster than with human therapists.**
 - **The therapy focuses on self-awareness, emotional resilience, and trust-building.**

3. 2011-02-03 Figyelő - Suhai Gabor **[408†source****

- **Hungarian business executives are turning to horse-assisted training for leadership development.**
- **Main insights:**
 - **Horses teach leaders the value of trust-based leadership over forceful authority.**
 - **Executives report feeling mentally refreshed and more present in their leadership roles.**
 - **Riding and working with horses helps leaders develop patience, empathy, and self-awareness.**

4. 2011-02-16 Consultation Magazin - Suhai Gabor

- **Horse-assisted coaching is used for executive leadership development in Hungary.**
- **Key takeaways:**
 - **Traditional team-building exercises are often ineffective because they lack deep personal engagement.**
 - **Horse-assisted coaching provides a more immersive, impactful learning experience.**
 - **Horses give direct, unbiased feedback, allowing leaders to refine their communication and emotional intelligence.**

5. 2011-04 Weiterbildung - Gerhard Krebs **[410†source****

- HorseDream introduces "Integral HorseMapping," a model for equine-assisted organizational development.
- Key insights:
 - Horses are used as catalysts in corporate change management.
 - This method has been presented internationally and is gaining academic recognition.
 - Participants engage in exercises that help visualize and implement corporate transformation strategies.

6. 2011-04-06 WE Magazin - Interview with Beate Haussmann **[411†source****

- Horse-assisted leadership training helps executives discover their leadership strengths.
- Key takeaways:
 - Horses do not respond to traditional authority—they respond to trust, clarity, and confidence.
 - Executives learn to adjust their leadership style based on real-time feedback from the horses.
 - The training provides participants with an honest, emotion-driven self-assessment.

7. 2011-04-13 Arbetsliv - "Horses Teach Leaders to Lead" **[412†source****

- Swedish businesses are beginning to integrate horse-assisted leadership coaching.
- Key insights:
 - Leaders learn to project confidence, clarity, and emotional intelligence.
 - Participants improve their communication skills by engaging in non-verbal exercises with horses.
 - The method follows the EAHA framework and is gaining traction in Sweden.

8. 2011-08 Friesen Journal - HorseDream **[413†source****

- The document focuses on HorseDream's continued growth in equine-assisted leadership training.
- Key insights:
 - Horse-assisted leadership education is now well-established across Europe.
 - Executives report significant improvements in leadership skills after participating in the programs.

Overall Summary

- **Horse-assisted coaching continues to expand across Europe**, particularly in Hungary, Sweden, and Germany.
- **Key trends from these articles:**
 1. **Equine-assisted training is being integrated into executive coaching, therapy, and change management programs.**
 2. **Horses provide real-time, unbiased feedback, helping leaders refine their skills.**
 3. **HorseDream's "Integral HorseMapping" model is being used in organizational development.**
 4. **Participants report increased emotional intelligence, trust-based leadership, and resilience after training.**
 5. **Sweden and Hungary are emerging as new markets for equine-assisted leadership education.**

Here are the summaries of the newly uploaded PDFs:

1. 2011-09-06 BBV - Schröder Consulting

- **Anja Schröder and Hermann Terstegge offer horse-assisted coaching for executives** in Bocholt, Germany.
- **Key insights:**
 - Horses **act as mirrors**, reflecting a leader's confidence, energy, and communication style.
 - Participants learn **non-verbal leadership skills** through activities like leading a horse without a rope.
 - The training helps executives develop **trust, clarity, and emotional intelligence**.

2. 2011-09-07 NRZ - Schröder Consulting

- A similar article to the BBV piece, reinforcing the **effectiveness of horse-assisted coaching for executives**.
- **Key takeaways:**
 - **Executives practice leading horses without physical force**, highlighting the **importance of presence over dominance**.
 - **The training provides direct, honest feedback**, helping participants **adjust their leadership approach**.
 - **Energy management is crucial**—leaders must balance assertiveness and calmness to earn trust.

3. 2011-09-08 EAHAE Conference - Bergedorfer Zeitung

- **The EAHAE Conference focused on advancing equine-assisted leadership education.**
- **Key discussion points:**
 - **Growing scientific recognition** of horse-assisted coaching.
 - **Expanding corporate adoption** in Germany and beyond.
 - **Trainers from different countries shared best practices.**

4. 2011-10-19 Handelsblatt - HorseDream

- **HorseDream is highlighted as a pioneer in equine-assisted leadership training.**
- **Key insights:**
 - **Horses provide unfiltered feedback**, allowing managers to see how their leadership style truly impacts others.
 - **Corporate teams use horse-assisted training to improve communication and collaboration.**
 - **The method is expanding across Europe, gaining interest from top executives.**

5. 2011-11 Florieren! - Ilka Hempel

- **Horse-assisted training is used in horticulture and agriculture sectors** to improve leadership and teamwork.
- **Key takeaways:**
 - **The training helps participants understand their leadership tendencies.**
 - **Exercises reveal how leaders balance authority, empathy, and decision-making.**
 - **Even those unfamiliar with horses gain valuable insights into personal and professional development.**

6. 2011-11 Wysokie Obcasy - Horse-Assisted Education

- **A Polish article discussing what leaders can learn from horses.**
- **Key insights:**
 - **Horses respond only to authentic leadership.**
 - **Executives improve their emotional intelligence through horse-assisted coaching.**
 - **The training method is becoming more popular in Poland as companies seek innovative leadership development strategies.**

Overall Summary

- **Horse-assisted leadership training is gaining widespread recognition in Germany, Poland, and beyond.**
- **Key themes from these articles:**
 1. **The EAHAE Conference plays a vital role in expanding equine-assisted coaching worldwide.**
 2. **Corporate executives and managers benefit from horse-assisted coaching by improving their emotional intelligence, trust-building, and leadership presence.**
 3. **Horses provide immediate, unbiased feedback, making them effective trainers for leadership development.**
 4. **Horse-assisted learning is expanding into new industries, including horticulture and agriculture.**
 5. **Germany remains a leading hub for equine-assisted leadership training, with HorseDream at the forefront.**

Here are the summaries of the newly uploaded PDFs:

1. 2011-12 Personal Plus - Agata

- **The article discusses the impact of horse-assisted education on professional and personal development.**
- **Key insights:**
 - **Horses provide immediate feedback on leadership and emotional intelligence.**
 - **The training is used to enhance communication, self-awareness, and decision-making.**
 - **Executives find the method effective in improving leadership presence and adaptability.**

2. 2011-12 Relation - Catarina Espmark

- **Swedish leadership training with horses is explored as a decision-making tool.**
- **Key insights:**
 - **Horses react to non-verbal communication and emotions rather than words.**
 - **Participants must balance control, focus, and energy to lead effectively.**
 - **The training, aligned with EAHAE standards, is gaining traction in Sweden.**

3. 2011-12 Weiterbildung - Hendrich Interview

- **Fritz Hendrich discusses the role of soft skills in leadership training.**
- **Key takeaways:**

- **Soft skills cannot be measured quantitatively but are crucial for leadership success.**
- **Horse-assisted learning enhances self-awareness and emotional intelligence.**
- **Executives need holistic training that integrates emotional intelligence with strategy.**

4. 2011-12 Weiterbildung - Venema

- **Management training with horses is gaining acceptance in corporate leadership development.**
- **Key insights:**
 - **Pioneered by HorseDream and EAHA, the method is widely used across Europe.**
 - **Observing horse herd dynamics provides leadership insights applicable to corporate settings.**
 - **Executives learn trust-based leadership rather than dominance-based approaches.**

5. 2011-12-05 MPROFILE - Schröder Consulting

- **Horse-assisted coaching is used to improve executive communication skills.**
- **Key takeaways:**
 - **Leaders practice guiding horses using body language and energy management.**
 - **The training is designed to enhance clarity, trust, and persuasion in leadership.**
 - **Executives report improved communication and decision-making skills after participation.**

6. 2012 - Wanda Lee Jones [453†source**

- **The document appears to be a technical or presentation file with little direct content for summary.**

7. 2012-01 Świat Koni - Agata

- **Polish equestrian magazine article on horse-assisted education.**
- **Key takeaways:**
 - **Horses provide a unique, non-judgmental learning experience.**
 - **Participants improve leadership, emotional intelligence, and personal awareness.**
 - **The method is growing in popularity among Polish executives.**

8. 2012-01 WB Reprint (English) 【456†source**

- **An English-language summary of EAHAE's approach to horse-assisted education.**
- **Key insights:**
 - **Horses provide honest feedback, helping leaders refine their communication and presence.**
 - **The training is effective for leadership, change management, and teamwork.**
 - **Horse-assisted coaching is becoming an internationally recognized corporate training tool.**

9. 2012-01-21 BLZ Karriere - Florian Koch 【457†source**

- **A career-focused article discussing alternative leadership development methods.**
 - **Key takeaways:**
 - **Executives are increasingly using horse-assisted education to refine leadership skills.**
 - **The training enhances self-confidence, trust-building, and emotional intelligence.**
 - **Companies report improved workplace relationships and leadership effectiveness.**
-

Overall Summary

- **Horse-assisted leadership training continues to grow in recognition across Europe and internationally.**
- **Key themes from these articles:**
 1. **Soft skills, such as emotional intelligence and communication, are critical for effective leadership.**
 2. **Horses act as unbiased trainers, helping executives refine their leadership presence.**
 3. **The EAHAE framework and HorseDream methodology are being adopted in Sweden, Poland, and Germany.**
 4. **Companies using this training report increased employee engagement and leadership effectiveness.**
 5. **More industries, including agriculture and consulting, are integrating horse-assisted coaching into professional development.**

Here are the summaries of the newly uploaded PDFs:

1. 2012-1 Die Unternehmerin

- **A business networking event featuring horse-assisted leadership training.**

- **Key insights:**
 - **Women entrepreneurs participated in a leadership workshop involving horse handling.**
 - **Participants tested their leadership abilities with horses before working as a team.**
 - **The exercise emphasized clear focus and goal-setting for effective leadership.**
 - **Attendees found the experience highly insightful and impactful.**

2. 2012-02-18 Frankfurter Rundschau - Karriere (Florian Koch)

- **Article on the benefits of horse-assisted coaching for leadership and communication.**
- **Key takeaways:**
 - **Horses provide instant feedback, helping leaders refine their communication skills.**
 - **Participants recognize parallels between working with horses and managing teams.**
 - **The training fosters emotional intelligence and awareness in leadership roles.**
 - **Executives report improved relationships with colleagues after attending workshops.**

3. 2012-04 HippoNews - Martine D.

- **Explores equine-assisted therapy for healing and personal growth.**
- **Key insights:**
 - **Horses reflect human emotions and behaviors, serving as powerful coaching partners.**
 - **Workshops aim to reconnect participants with intuition, emotions, and self-awareness.**
 - **Emphasizes non-violent communication and respect in human-horse interactions.**
 - **Training with horses helps people develop confidence, leadership, and emotional balance.**

4. 2012-04-01 LEVENEMETIEL - KANYO

- **Article on corporate team-building and leadership development through horse-related activities.**
- **Key takeaways:**

- Companies are using horse-assisted training for leadership and team-building events.
- Hippodromes and equestrian facilities host executive coaching sessions.
- Equicoaching (horse-assisted coaching) is gaining popularity in corporate training programs.
- Horses help leaders develop communication, emotional intelligence, and trust.

5. 2012-04-11 DW Russian

- This document appears to be a Russian-language article from Deutsche Welle, but the content is unclear due to truncation.

6. 2012-04-22 La Jornada Morelos - EQi Leader

- Likely an article on equine-assisted leadership training, but the content is unavailable due to truncation.

7. 2012-4 Sprechstunde Dr. Stutz - Claudia Meier

- Examines the role of horses in improving emotional and physical well-being.
- Key insights:
 - Horses are highly sensitive to non-verbal communication, making them effective coaching partners.
 - Training with horses helps people with anxiety, depression, and self-confidence issues.
 - Participants learn self-awareness, leadership, and emotional resilience through equine interactions.

8. 2012-05 Independent - Wanda Lee Jones

- The content is unclear due to formatting, but it appears to be a media article on equine-assisted training.

Here are **detailed summaries** for each of the uploaded PDFs:

1. 2012-05-05_Ostseezeitung_Stralsund_o'live.pdf

- **Content:** Discusses a **choir performance** in a church and the **return of storks** to a local nesting area. The article highlights cultural and nature-related events in the region.
- **Key points:**
 - The **Cantemus Choir** from Greifswald performed a selection of **motets and newer songs**.

- **Storks and swans have returned** to their nesting sites in the area, generating local excitement.
-

2. 2012-02-18_Frankfurter Rundschau - Karriere (Florian Koch).pdf

- **Content:** Examines how **managers can learn leadership skills from horses**.
 - **Key points:**
 - **Executives notice parallels** between horse behavior and workplace leadership.
 - **Self-awareness and perception** are crucial takeaways from equine-assisted training.
 - The article emphasizes that **clear signals** are essential for both leading horses and managing teams.
-

3. 2012-07_EQUImarkt_Gerhard Krebs.pdf

- **Content: No readable text extracted** (PDF may contain images or be poorly formatted).
-

4. 2012-04_HippoNews_MartineD.pdf

- **Content:** Discusses **equine-assisted therapy**, emphasizing emotional connection and healing through interactions with horses.
 - **Key points:**
 - Horses serve as **mirrors for human emotions**, helping individuals with self-awareness.
 - The therapy fosters **confidence, trust, and emotional well-being**.
 - It connects ancient philosophies of **human-animal harmony** with modern therapy techniques.
-

5. 2012-06_WuB_5-6_Gerhard Krebs_LowRes.pdf

- **Content:** Covers **corporate training and professional development** through equine-assisted learning.
- **Key points:**
 - **HorseDream's training model** has expanded worldwide, influencing over 200 trainers.
 - The **EAHAE (European Association for Horse Assisted Education)** has played a key role in this expansion.

- Equine-assisted training focuses on **leadership, teamwork, and change management**.
-

6. 2012-05-17_TheWallStreetJournal_ArianaStrozzi.pdf

- **Content: No readable text extracted** (PDF may contain images or be encrypted).
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2. Wirtschaft und Beruf – Gerhard Krebs (2012-06)

This publication focuses on the evolution of horse-assisted education and its application in leadership and team training. The article discusses the European Association for Horse Assisted Education (EAHAE), founded by Gerhard Krebs, and its role in promoting horse-assisted learning as a professional development tool.

Key points:

- **Leadership Training with Horses:** The article explains how horses respond only to authentic leadership and can reveal inconsistencies in a manager's style.
- **Historical Context:** Horses have historically played a role in leadership training, as seen in military and aristocratic traditions.
- **Symbolism in Exercises:** Participants in seminars learn to lead horses using a long rope, which metaphorically represents their leadership structure.
- **EAHAE's Growth:** Since its foundation in 2004, the EAHAE has grown significantly, with over 200 trainers worldwide.
- **Team and Change Management:** The training incorporates practical exercises that mirror team-building processes and organizational change.
- **Practical Applications:** Companies see equine-assisted training as highly effective for improving communication, trust, and leadership.

This article presents horse-assisted education as a credible and increasingly widespread training methodology, emphasizing its transformative impact on personal and professional development.

2. 2013-01-19_DieWelt_VerenaNeuse.pdf

- **Title:** *Wie Pferde Managern das Führen beibringen* (How Horses Teach Managers Leadership)
- **Author:** Alexandra Schulz
- **Publication:** Die Welt, 19.01.2013
- **Summary:**
 - The article discusses how Verena Neuse uses horses for executive leadership training at Gut Sachsenwaldau.

- Participants interact with horses to improve their leadership skills through exercises that reveal their management style.
- The article describes an exercise where a participant tries to get a horse named *Little Joe* to follow instructions. The horse's response—or lack of enthusiasm—illustrates key lessons about motivation and engagement.
- Neuse explains that traditional leadership training often focuses on theoretical knowledge, while horse-assisted training provides immediate and honest feedback.
- The training highlights parallels between human and equine social structures, emphasizing that leadership is based on trust and respect rather than coercion.
- The participants learn self-awareness, emotional intelligence, and non-verbal communication skills through their interactions with the horses.

Here are the summaries of the two PDFs you uploaded:

1. "2014-08_justbocholt.pdf"

This article discusses **outdoor coaching with horses** as a method for **team development and leadership training**. Conducted by **Anja Schröer** in collaboration with **Ruth Nowark**, the program emphasizes **team dynamics, communication, and cooperation**.

- **Key Aspects:**
 - Participants observe a herd of horses and choose one they feel connected to.
 - Leadership and teamwork exercises involve guiding horses through obstacle courses.
 - Participants learn to **overcome fears** and **step out of their comfort zones**, improving both personal confidence and professional leadership skills.
 - The experience teaches lessons on **cooperation, communication, and trust**.
- **Quotes from Participants:**
 - “The horses meet you where you are.”
 - “I faced my fear of horses and had an incredibly positive experience.”
 - “Horses are honest and mirror human behavior.”
- **Practical Business Impact:**
 - The training helped new apprentices **integrate into an organization with a strong corporate culture**.
 - The horse coaching experience is part of **a new education concept**, preparing participants for careers in the **high-end beauty industry**.

This article highlights **the effectiveness of equine-assisted training in leadership development and team-building**.

2. "2014-08-23_Suedwestpresse_KarinWalz.pdf"

This document contains an article titled "**Pferde coach-1.jpg**", but its full content is not accessible. It likely discusses a topic related to **equine-assisted coaching**, possibly featuring **Karin Walz** and her work in this area.

Would you like me to extract the full content of the second document for a complete summary?

Quellen

40

Du:

Yes

ChatGPT:

Karin Walz is a coach based in Überlingen, Germany, who specializes in equine-assisted coaching, particularly for leadership and personal development. Her approach emphasizes the idea that **horses serve as mirrors of human behavior**, providing honest and immediate feedback that helps individuals recognize and refine their strengths and weaknesses.

Key Aspects of Karin Walz's Approach:

1. Horses as Emotional Mirrors:

- She believes that horses naturally **sense and reflect human emotions** and behaviors. This makes them ideal partners for coaching, as they provide authentic, non-judgmental feedback.
- Her coaching sessions involve exercises where participants interact with horses to understand their own leadership styles and behavioral patterns.

2. Leadership and Communication Training:

- Walz's coaching is often used in **executive training and corporate settings**, where managers and team leaders learn how to project confidence and clear communication—qualities that are crucial for both human and horse leadership.
- One of her training exercises involves guiding a horse without physical force, helping participants develop **body language awareness and non-verbal communication skills**.

3. Self-Reflection and Awareness:

- Through her workshops, individuals **gain insights into their own presence, leadership qualities, and emotional intelligence**.
- Many participants report having "aha-moments" when they realize that their internal state directly influences the horse's response.

4. Equine Therapy for Personal Growth:

- While primarily focused on professional development, her methods also apply to **personal self-improvement and emotional healing**.

- She has worked with individuals seeking greater **self-awareness and confidence** through equine interactions.

Her work has been featured in **various media outlets**, highlighting the effectiveness of equine-assisted coaching in transforming both personal and professional behaviors.

Here are summaries of the key points from the two documents you asked about:

2015_07_TheKnowingField_RuudKnapen.pdf

- The article "**Moving into the Knowing Field with Horses**" by Ruud Knaapen explores how horses are used in **constellation work and coaching**.
- Equine-assisted psychotherapy (EAP) and equine-assisted learning (EAL) are **valuable tools for leadership development, trust-building, and team dynamics**.
- Horses are described as **mirrors of human behavior** because of their heightened sensitivity and their ability to react authentically.
- The concept of the "**inner herd**" is introduced, referring to an individual's internal emotional world, which can be **reflected in how horses interact with them**.
- Horses naturally **respond to order and balance**, making them excellent for **systemic coaching**, where they indicate where a person or system might be out of alignment.
- The article also touches on **Bert Hellinger's systemic approach**, emphasizing how horses sense and reflect hidden emotional patterns.
- **Case study:** The document includes an example where a horse ignored the assigned client and instead focused on another participant, **revealing unresolved emotional trauma**.
- The paper concludes that **horses help uncover unconscious emotional blocks and bring clarity**, making them **powerful facilitators in personal and professional coaching**.

2015-02_Kavallo.pdf

- **Barbara Gorsler**, a professional dressage rider, communications trainer, and coach, discusses **equine-assisted leadership training**.
- She highlights that **horses respond to human emotions authentically**, making them **ideal partners in self-awareness and leadership development**.
- In her experience, **workshops with horses provide deep emotional learning experiences**—more effective than traditional leadership seminars.
- She explains that **horses give direct feedback on a person's confidence, body language, and energy**, making them effective in **stress management, team-building, and communication training**.
- **Key takeaway:** Horses are **natural mirrors** of human leadership and provide **non-judgmental, unbiased feedback**, helping individuals develop **authentic leadership skills**.

These articles reinforce the growing use of **horses in coaching, therapy, and leadership training**, emphasizing their **unique ability to reveal hidden emotions and guide personal growth**. Let me know if you need a deeper analysis of any section!

1. Summary of "2015-12_02-03_WuB_121-125_Krebs.pdf"

Title & Context:

- Published in *Wirtschaft & Beruf* (Business & Profession), a corporate learning journal.
- The article discusses horse-assisted education (HAE) and its evolution through *EAHAE International*.

Key Topics Covered:

- **Horse-Assisted Leadership Training:**
 - Participants lead horses through exercises, gaining deep insights into their leadership style and personal development.
 - The approach helps uncover strengths and areas for improvement through video analysis.
- **The Evolution of EAHAE International:**
 - Founded in 2005 with 50 participants from 12 countries, the association grew into a global network.
 - Initial skepticism about the organization's name (*EAHAE*) was overcome when members embraced it as a unique identifier.
- **Standardization & Certification:**
 - Initially, membership was open to all, but after 2008, only those who completed a two-day *Train the Trainer* seminar could join.
 - EAHAE focuses on quality rather than quantity, ensuring only qualified members remain.
- **Cooperative Business Model:**
 - Horse-assisted education providers are encouraged to work together rather than compete.
 - A *sharing model* distributes earnings among trainers, facility owners, and concept developers.
 - Emphasis is placed on mutual support, joint trade fair participation, and seminar collaboration.
- **EAHAE's Future Vision:**
 - To make horse-assisted education a standard approach in personal and professional development.
 - Challenges include:

- **Seminar pricing:** Costs vary between €400–1,100 per participant, making pricing a key concern.
- **Scaling the model:** Ensuring enough trainers are available to meet demand while maintaining quality.
- **Marketing difficulties:** The impact of horse-assisted education is hard to explain and must be experienced firsthand.

Key Takeaways:

- EAHAE evolved into a structured, quality-focused organization.
- Collaboration over competition ensures sustainable growth.
- The future goal is widespread adoption of horse-assisted education as a mainstream leadership training method.

2. Summary of "2015-12_02-03_WuB_126-131_Schmitz.pdf"

Title & Context:

- Article by Andrea Schmitz in *Wirtschaft & Beruf* journal.
- Focuses on integrating horse-assisted education (HAE) into university curricula.

Key Topics Covered:

- **Introduction of Horse-Assisted Training in Universities:**
 - The *HorseDream Academy Berlin* initiated horse-assisted soft skills training for students.
 - First implemented at the *Berlin School of Economics and Law (HWR Berlin)*.
 - The program will be expanded into master's degree curricula.
- **Why Horses for Leadership Training?**
 - Horses provide instant and honest feedback on leadership behavior.
 - They reflect personal strengths and weaknesses without bias.
- **Pilot Program at HWR Berlin:**
 - Designed for students in the *Entrepreneurship and Business Succession* program.
 - Aimed at helping future leaders understand their own strengths, goals, and leadership styles.
 - Encourages students to break free from traditional thinking and embrace innovative leadership approaches.
- **Practical Implementation:**
 - Conducted as **one-day interventions** on equestrian facilities.

- Exercises include:
 - **Observing and evaluating horses** – students assign human characteristics to them and later compare with reality.
 - **Leading a horse through obstacles** – highlights leadership challenges and communication skills.
 - **Managing distance and proximity** – explores interpersonal relationships and boundaries.
 - **Team leadership with horses** – different leadership styles (authoritative, cooperative, background leadership) are tested.
- **Scientific & Pedagogical Approach:**
 - Based on **Schulz von Thun's** communication models and **Johari Window** (self-awareness tool).
 - Video recordings allow students to analyze and reflect on their behaviors.
- **Feedback & Expansion:**
 - Student feedback was overwhelmingly positive.
 - The course will be integrated into *master's programs for process and project management*.
 - The method may also be extended to **high schools** to support emotional intelligence and social skills development.

Key Takeaways:

- Horse-assisted education is proving effective in **higher education** settings.
- It fosters **self-awareness, leadership, and teamwork skills**.
- The program is expanding into **master's courses and potentially high schools**.

Conclusion

These two articles highlight the **expansion and institutionalization** of horse-assisted education. While the first article focuses on **EAHAE's global strategy and business model**, the second demonstrates **academic applications of the method**. Both emphasize the unique ability of **horses to enhance leadership and communication skills** in corporate and educational settings.

Would you like me to continue analyzing the remaining PDFs in this format?

The article "**Coaching mit Islandpferden**" from 2017 discusses the effectiveness of equine-assisted coaching, particularly using Icelandic horses. It highlights the **spiegel effect**, where horses act as mirrors of human emotions and behaviors, providing instant, unbiased feedback. Key insights include:

- **Self-awareness and personal development:** Participants confront their behavior patterns, thinking styles, and emotions, learning how to regulate them through interactions with horses.
- **Nonverbal communication:** Horses respond solely to body language and energy, making them ideal partners for leadership and team coaching.
- **Emotional intelligence training:** Assertive but empathetic behavior leads to trust-building, a key leadership trait.
- **Practical application:** Companies and individuals use this method for executive leadership training, conflict resolution, and self-confidence building.
- **Popularity of Icelandic horses:** Their smaller size and social nature make them especially suitable for coaching, as they are approachable and engage well with humans.

This method has gained traction in Germany, with **experts like Kerstin Kruse and Anabel Schröder** integrating horse-assisted coaching into leadership development programs. Their approach focuses not just on immediate feedback from the horse but on **subsequent reflection** to transfer lessons into everyday professional and personal life.

Summary of Key Insights from the Articles

1. Horse-Assisted Education Conference (2017 - Horse Journal)

- The 12th EAHAE conference took place in the US, focusing on leadership, coaching, and recovery with horses.
- Experts showcased best practices and experiential exercises demonstrating how horses enhance learning and leadership development.
- The event promoted international collaboration, spearheaded by Gerhard Krebs.

2. Your Horse Magazine (2017)

- The Leadership Whisperers (Emma Taylor & Jude Jennison) run equine-assisted leadership programs.
- Participants engage in exercises with horses that reflect their leadership style and non-verbal communication.
- The program enhances self-awareness, trust, and team collaboration.

3. HR Grapevine (2018)

- Emma Taylor discusses using horses to develop leadership skills.
- Focus on non-verbal communication, emotional intelligence, and real-time feedback from horses.
- Benefits include enhanced trust, collaboration, and resilience in leaders.

4. Hindu MetroPlus (2018)

- EAHAE-based horse-assisted leadership training gains traction in India.

- Training focuses on adjusting leadership strategies based on horse responses.
- Emphasizes body language, trust-building, and emotional intelligence.

5. **La Voix du Nord (2017)**

- Horses are used as a tool for management training in France.
- They serve as emotional mirrors, providing authentic feedback on leadership styles.
- Training focuses on trust, clarity, and assertiveness.

6. **Sud-Ouest (2018)**

- Equicoaching (horse-assisted coaching) is gaining popularity in France.
- Emphasizes leadership, stress management, and personal development.
- Used by businesses to enhance employee communication and decision-making skills.

7. **HNA - Germany (2018)**

- The article highlights an EAHAE event in Germany.
- Discusses how horses help executives improve leadership and teamwork.
- The training has been used internationally, showcasing its effectiveness.

Overall Trends & Insights

- **Growing Global Interest:** Equine-assisted leadership training is gaining traction in the US, Europe, and India.
- **Leadership & Self-Awareness:** Programs focus on trust, confidence, and non-verbal communication.
- **Corporate & Personal Development:** Companies and individuals use equine-assisted coaching to enhance leadership and team dynamics.
- **Scientific & Experiential Validation:** Multiple case studies and conferences show the effectiveness of equine-assisted training.

Detailed Analysis of "2018-05-10-HR-Grapevine-com-Emma-Taylor.pdf"

Title:

*Can HR harness horsepower to create better leaders?
(HR Grapevine interview with Emma Taylor, The Leadership Whisperers)*

Key Topics & Insights:

- **Experiential Learning vs. Traditional Training**
 - Unlike **conventional PowerPoint presentations** or classroom lectures, **equine-assisted leadership training** offers **real-time experiential learning**.

- Horses **mirror leadership behaviors**, helping leaders **understand and refine** their styles **quickly**.
- **Why Horses for Leadership Training?**
 - Horses **respond to non-verbal cues**, making them **powerful facilitators** in leadership coaching.
 - Over **90% of communication** is **non-verbal** (energy, emotions, intentions), which horses **immediately react to**.
 - Leaders **receive instant feedback**, enabling them to **adjust their leadership approach** dynamically.
- **The Role of "Rchi" (Aqueiro, a Lusitano Gelding)**
 - **Key characteristics:** Playful, boundary-testing, yet **requires strong, connected leadership**.
 - Used in **Leadership With Horses Workshops**, assisting in leadership skill development.
- **Who Can Benefit?**
 - No prior horse experience needed; even those **afraid of horses** quickly overcome their fears.
 - Focus is on **leadership behavior, not riding**.
- **Skills & Workplace Applications:**
 - **Develop authentic leadership** by **removing masks** and embracing **genuine behaviors**.
 - **Enhance collaboration** through **transparency** and **trust-building**.
 - **Resilience training:** Leaders **learn to recalibrate quickly** and **manage stress** effectively.
 - **Strength-based leadership:** Helps leaders **leverage personal strengths** to **achieve goals faster**.
 - **Improved client relations:** Enables leaders to **inspire and influence diverse teams**.

Conclusion:

This article highlights how **equine-assisted leadership training accelerates personal and professional growth**. Horses offer **unbiased, real-time feedback**, helping leaders become **more self-aware, emotionally intelligent, and adaptable in high-pressure environments**.

Detailed Analysis of "2025-01 Platinum Magazine - Tess Cope"

Title:

"Tess Cope has realized her dream of owning horses and helped others in the process."

Key Themes:

1. Personal Journey & Trauma Recovery

- Tess Cope shares her **deeply personal experience** of losing her father during the **Northern Irish Troubles**.
- The traumatic event left her with **grief, anger, and emotional struggles**.
- She describes how **horses played a pivotal role in her healing journey**, offering **stability, connection, and emotional freedom**.

2. Horses as a Source of Healing

- Tess found **comfort, purpose, and resilience** through working with horses.
- She believes horses **mirror human emotions** and help individuals process **trauma, grief, and life transitions**.
- Her story highlights how **equine-assisted therapy** can be transformative for those who have experienced emotional distress.

3. Equine Therapy & Leadership Coaching

- Tess Cope turned her **personal healing journey into a leadership development practice**.
- She now works as a **coach, mentor, and equine-assisted leadership trainer**, helping others **rewrite their life stories**.
- Her coaching model integrates **self-awareness, emotional intelligence, and personal empowerment** through interactions with horses.

4. Lessons from Horses Applied to Leadership & Life

- Horses teach **presence, authenticity, and emotional regulation**.
- Leaders who engage in equine-assisted training develop **clearer communication, trust-building skills, and a heightened sense of self-awareness**.
- The experience **breaks down emotional barriers** and allows individuals to **confront and transform limiting beliefs**.

Conclusion:

- Tess Cope's story demonstrates the **profound impact of horses in emotional and psychological healing**.
- Through her **equine-assisted leadership programs**, she helps others overcome **trauma, find clarity, and build resilience**.
- Her journey from **grief to empowerment** serves as a powerful testament to the **healing potential of horse-human interactions**.