



WILL THEY FOLLOW?

A business owners/MD's case-study

“The experience had a direct and profound effect on me as a person and as a leader. This insight has grown and magnified since participating in the programme – unlike many leadership programmes where the impact diminishes over time” Amanda

Context

Amanda owns, leads and manages an SME consultancy business in the human potential sector. She brought her top team of consultants to join her on a leadership coaching programme – focussing on individual leadership development but in a team context so that the already effective team performance and cohesiveness would be further enhanced.

Her personal goals were to find a way of being less controlling and directive in her leadership style. She generally felt that she needed to know all the answers which limited her team's chance to grow at times – so wanted also to work on this with them. Finding a way to be more relaxed in her role as MD of the business, more accepting and curious was also important. This is what she said:

What Happened

“What stood out for me most, was right from the start there was an implicit permission to tell the truth and share what's *really* going on. This led to incredibly targeted development.

I gained insights that were not even on my radar screen - and this genuinely surprised me as I consider myself to be very self aware and intuitive. What I thought I'd come for, wasn't what bubbled to the surface and what I got was exactly what I needed and wanted, I just didn't know it!

I've always worked really hard to get people to follow me as a leader, and have always had a fear that they might not. So I have always been looking backwards effectively, rather than trusting that my energy and vision will inspire people to follow. This slows me down in growing the business.



With Equest I found courage to do what I didn't think I could and shied away from – actually *running* with the horses. I learned that if I focussed on where I wanted to go – and believed

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that I would get there – the horses followed me and just RAN.

I realised this was the same at work. **I'd used every tool I had along the whole pull to push continuum of leadership styles, to no avail and yet the simple coaching I was given on the day solved this leadership dilemma I'd been struggling with for years.**

Results

The process of the day enabled me to stop, think, sense, feel, dream, explore, imagine, and above all be open and honest about what was going on in my heart and head.

The experience had a direct and profound effect on me as a person, me as a mum, me as a wife and me as a leader in business. This insight and learning has grown and magnified over the last month, with stark reminders "to be rather than do", set against a really challenging backdrop of business and busyness. I have made time for me in amongst the craziness which has been hugely restorative and has given me a lot more energy for developing the team and the business.

The team which attended have become closer – we all learned a lot on the day and have been able to supported each other since as our understanding of our learning has deepened. I'll be recommending Equest to my client base too. For me the benefits of Equest's horse assisted approach are:

- it is different
- it is magical
- it's super quick
- it gets to what really matters and what really makes a difference
- it is scary at times and builds belief and courage
- it is totally tailored
- it only works when you're being authentic and true - you can let down all your barriers
- it leads to deep insight and acceptance at a very personal and lasting level

Sequel

I had never run as an adult but had secretly always wanted to, just never had the courage. Running with the horses was hugely significant for me on so many levels. In terms of my wellbeing, I've taken up running, am signed up for a 10k run in May with my eyes on a half marathon in the Autumn.

I think back often to my key learning – face forwards and know where you're going – to keep me on track in business and life.