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By Ariana Strozzi



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This book is an excellent resource for coaches, therapists, educators and horse lovers interested in equine-guided education, equine assisted therapy, or equine experiential learning on how to plan your business in the 'Horse as Healer/Teacher' profession. Ariana Strozzi, pioneer in incorporating horses into the self-development process since 1989, shares her knowledge as a business owner, leadership coach and equine guided educator by defining a clear path to visioning your work and creating a successful business. Topics include horse and human skills required, clarifying the common acronyms, what to call what you do, choosing a training program, successful skills of a business owner, creating your vision, preparing a business plan, administration, marketing, finances, facility and horse selection, insurance, code of ethics, and more. Whether you are just starting out or have an established business, gain new insights on how to succeed in this new and exciting field.



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Editorial Review

About the Author

Ariana Strozzi, an internationally respected pioneer in the 'Horse as Healer/Teacher' professions, is a lifelong horsewoman and experienced business owner. She is co-founder of the Equine Guided Education Association and Strozzi Institute. In 1989 she founded Leadership and Horses™ blending business process, ecopsychology, horsemanship, and somatics into a powerful platform for developing leadership and team development. She has worked with over 5000 leaders, coaches, and business owners. Her clients include Nike, UCB, Visa, Apple, Institute for Women's Leadership, and Wells Fargo Bank. She is a graduate of UC Davis in Zoology, past president of Petaluma Business and Professional Women, a Master Somatic Coach, and faculty of four leadership programs throughout the country. She is the author of Horse Sense for the Leader Within and holds numerous equine championships in dressage, eventing, and reining. She lives with her family on the beautiful SkyHorse Ranch in Sonoma County, California.

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