

# Here with the Herd offers experiential coaching for humans with horses through goal-oriented, groundwork (non-riding) activities

## Natalie Kuhn (she/her)

Natalie is the founder of **Here with the Herd** and **certified by The HERD Institute as an Equine Facilitated Learning (EFL) Practitioner.**

She facilitates experiential, ground-based activities between humans and horses that can help people **develop and improve their relationship with themselves and their relationships with others.**

Horses have had a profound impact on Natalie's life from experiencing EFL firsthand as a client to volunteering within therapeutic riding sessions for others and at local barns to becoming an EFL practitioner and founding this organization.

Previous to her work in EFL, Natalie was a Senior Director, Speaker, Educator, Facilitator, and Community Builder in Human-Centered Design & Research. She has a background in human development, leadership, and experiential learning.

## What EFL Can Offer to Clients

-  **Practice Slowing Down:** A horse's larger heart and slower cardiovascular system help to naturally slow a client's nervous system by proximity.
-  **Increased Self-Awareness:** As non-judgmental mirrors, horses reflect and externalize what a client feels increasing self-awareness and ability to experiment new ways of being live in session.
-  **Improved Communication:** Horses use direct and honest non-verbal communication by default encouraging clients to also practice expressing their own needs clearly and assertively.
-  **Self-Assuredness & Confidence:** Hands-on activities with horses like grooming and leading build skills including active non-verbal listening, attunement, and how to set boundaries.
-  **Fresh Perspective on Challenges:** A horse's differing way of life from a human's helps clients see day to day challenges differently inviting exploration of new ways to think and respond.

## What Happens in a Session?

Client(s), Natalie, and horse(s) meet for 60 minutes outside in a covered or non-covered fenced area, paddock. Sessions will primarily be 1-on-1 but may include small groups of 2-5. If longer sessions are needed, we'll discuss.

- ✓ Client(s) check in—review goals, discuss goals today
- ✓ Grounding, meditation, getting present activity
- ✓ Safety overview (first timer), safety reminders (returner)
- ✓ Human-horse activities based on client needs, goals
- ✓ Close with recap of learnings, client reflection, discussion
- ✓ Confirm next session date and time

## What EFL Can Offer to Facilities

Equine Facilitated Learning with Natalie offers you a low-lift, revenue-positive way to expand your offerings.

-  **Net New Revenue & Client Base:** Brings in new clients beyond riders—creating added income without competing with existing programs.
-  **No Added Wear & Tear on Horses:** Fully ground-based sessions allow horses to participate comfortably—including retired, non-lesson horses.
-  **Low Lift Service Addition:** Sessions are facilitated by Natalie requiring no additional staff, integrating easily alongside current operations and activities.
-  **Program Flexibility, Resiliency:** Sessions can run indoors, in small groups, and during non-peak hours, giving the space year-round flexibility.
-  **Community Reputation:** Strengthens facility positioning as inclusive, forward thinking, and mission-driven for existing and new clients.

## Suggested Next Steps

Schedule time with Natalie to discuss further.

- In Person or Remote EFL Demo by Natalie
- Discuss Key Logistics, Facility Fees, Insurance
- Facility, Natalie EFL Paperwork as Required
- Educate Staff on Offering, Launch Program
- Regular Feedback Check-Ins on Program