

Leadership, Wellness and Teambuilding - Horses and Corporate America

Presenter Name: Dr Cliff Robertson, Jr., ThD, MDiv, MEd

Licensure Credentials: LPC, LCDC and Maxwell Leadership Training Certified, Eagala Certified

Secondary Presenter: Cesar Cantu

Licensure Credentials: LCDC, EAGALA Equine Specialist

This workshop will explore how to creatively use horses to help businesses, government orgs, healthcare organizations and schools with leadership development, teambuilding and wellness get better at what they do, increase retention and employee wellbeing. We will talk about how your EAGALA skillsets have prepared you for this work and have creative discussions about all the different ways it could be made fun and experientially significant for those who participate in it. But then we add in the theories of leadership development from the John Maxwell Organization, that can enhance your offerings to the corporate world. Then we will shift into the areas of business development - in other words, now that we know, how do we go? We will discuss marketing, networking, sales calls, and much more. We will also talk about national, international, regional, and local conferences, and how we can collaborate across the country and across the world. And then we will wrap this up into a profitable business model that each person can take back to their part of the world and practice. The curriculum is divided into 8 group sessions and highlights the following primary goals for participants to be able to teach clients upon completion:

Objective 1: : Participants will discuss how horses can be utilized in corporate/healthcare/education marketplaces

Objective 2: Participants will identify the skills they have and need to successfully approach this marketplace.

Objective 3: Participants will create a business plan and marketing strategy to make this a viable business unit for their operation.

Presenter Bios:

Dr Cliff is an instigator – He has founded churches, The Carpenters House/The Warriors Chapel. He has founded non-profits – The Warriors Refuge - a veteran's homeless shelter, counselling center and vocational training facility & Warrior Counseling Works – a nonprofit counselling and equine assisted therapy center. He has worked for fortune 500 companies and is now launching – Master Work Consulting, LLC that focuses on organizational development, leadership, and wellness/resiliency. He has written three books – Transformed, Your Life Matters and Where is God When Bad Things Happen? (In editing at the publisher).