
SENSORY MAPPING

TM

MASTERCLASS

- AT A GLANCE

An Immersive Two-Day Exploration
of the Horse's Sensory Experience

WHO IS THE HORSE—AND
WHAT IS THE HORSE EXPERIENCING?



Presented by

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Founder, Sensory Soundness—& Herd Dynamic Profiling™

BE THE BRIDGE, NOT THE BLOCK™



Every Horse Lives in Two Worlds



The first is the world nature prepared the horse to live within.

The second is the world we have created.

The Sensory Mapping Masterclass™ explores the distance between those two worlds and how we can more thoughtfully bridge it.

This experience begins not with what we want the horse to do, but with:

- Who the horse is
- How the horse experiences the world
- What that experience means to the horse
- How the human becomes part of that experience

Through classroom conversation, human sensory exercises, collaborative environmental design, live demonstrations, and individualized horse-and-rider coaching, participants begin exploring the Herd-Wired Mind™ and the natural systems influencing equine behavior, awareness, emotion, and physical expression.

This Is Not an Obstacle Clinic

The Masterclass does not teach a prescribed riding system or training method.

It helps participants discover something more fundamental:

The owner's manual and relationship guide to the individual horse.



The goal is to become better at helping horses understand the world we ask them to navigate



THE MASTERCLASS JOURNEY

A deliberate progression from understanding to application

01

LEARN TO SEE

Recognize the experience the horse is already having.

02

LEARN TO EXPERIENCE

Explore how sensory information shapes perception and response.

03

LEARN TO DESIGN

Create purposeful environments based on the individual horse.

04

WATCH THE HORSE RESPOND

Observe what the horse reveals through attention, emotion, and movement.

05

LEARN TO RESPOND

Adjust intention, timing, positioning, rhythm, and environmental design.

HORSE, HUMAN, AND ENVIRONMENT BECOME
PART OF THE SAME CONVERSATION.

DAY ONE : UNDERSTANDING THE EXPERIENCE

Morning: Who Is the Horse?

Before we can change what we do with horses, we must first understand the horse we are doing it with.



QUESTIONS WE BEGIN WITH

- Who is the horse?
- How does the horse experience the world?
- Why can two horses experience the same environment differently?
- How does understanding the individual horse change the way we communicate, train, manage, coach, and ride?



“ Before we can create better experiences for horses,
we must first recognize the experience the horse is already having. ”

THE HUMAN EXPERIENCE



After the classroom, participants enter the arena—but the horses do not enter yet. We do.



OUR
MOVEMENT
MATTERS.

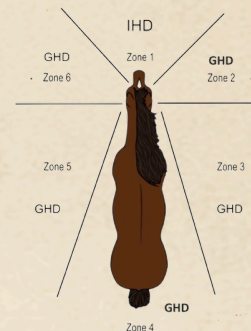


OUR
TIMING
MATTERS.

BUILDING THE MAP



Sensory Soundness Map



OUR
INTENTION
MATTERS.



OUR
EMOTIONAL
PRESENCE
MATTERS.



OUR SPATIAL
POSITIONING
MATTERS.



WE ARE PART
OF THE HORSE'S
ENVIRONMENT.

*“The goal is not to build a difficult course.
The goal is to build a meaningful experience.”*

DAY TWO - APPLYING THE UNDERSTANDING

Designing Purposeful Experiences

Day Two translates
understanding into practical
environmental design

- INCREASE SENSORY EFFICIENCY
- DEVELOP STRESS TOLERANCE
- STRENGTHEN ENVIRONMENTAL FLUENCY
- SUPPORT EMOTIONAL ORGANIZATION AND RECOVERY
- HELP THE HORSE EXPRESS ITS NATURAL PHYSICAL ABILITY



*“Physical talent does not exist independently of the
mind responsible for shaping its expression”*

RIDING WITH INTENTION

The rider is never separate from the Sensory Mapping• environment.



BETTER QUESTIONS

- ✦ *What does this horse notice first?*
- ✦ *Where does uncertainty appear?*
- ✦ *What helps this horse investigate and assimilate?*
- ✦ *What is the horse teaching us about itself?*

*We are not designing obstacles for the horse to overcome.
We are designing experiences through which the horse can develop.*

THE HORSE ENTERS THE MAP

Live Demonstration

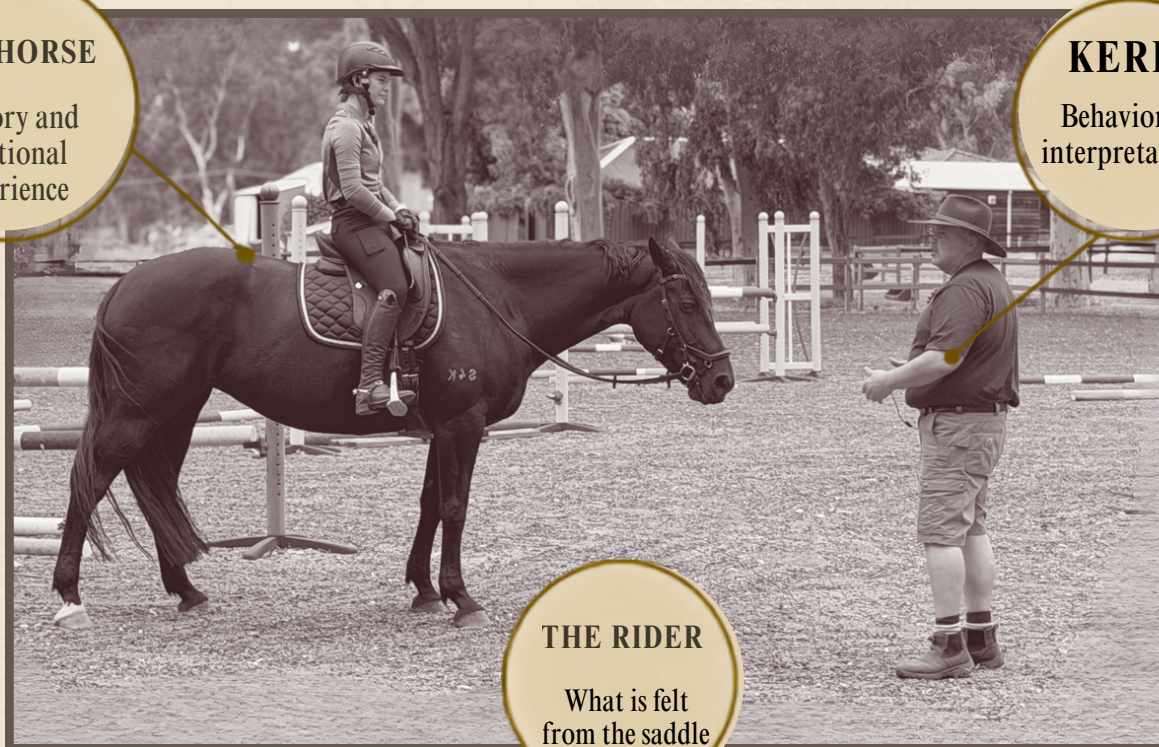
ONE MOMENT. THREE CONNECTED PERSPECTIVES.

THE HORSE

Sensory and emotional experience

KERRY

Behavioral interpretation



THE RIDER

What is felt from the saddle

KERRY INTERPRETS

- ◆ Where is awareness directed?
- ◆ Where does interpretation begin to slow?
- ◆ When does the rider become another Environmental Demand?

THE RIDER FEELS

- ◆ What changed underneath the rider?
- ◆ When was it appropriate to support?
- ◆ When was it more valuable to wait?

*The course is not the lesson.
The horse's experience of the course is the lesson.*

BRING YOUR HORSE INTO THE EXPERIENCE

*Real horses.
Real partnerships.
Real experiences.*

The same environment
is never exactly the same
experience for every horse.



WHO IS THIS HORSE?

How is this horse
processing the
environment?

Where does
the horse
remain
fluent?

Where does
interpretation
become more
demanding?



What does the
rider feel?

What
adjustments
could better
support this
partnership?

PARTICIPATION DETAILS



Up to four selected
partnerships



Advance application
required

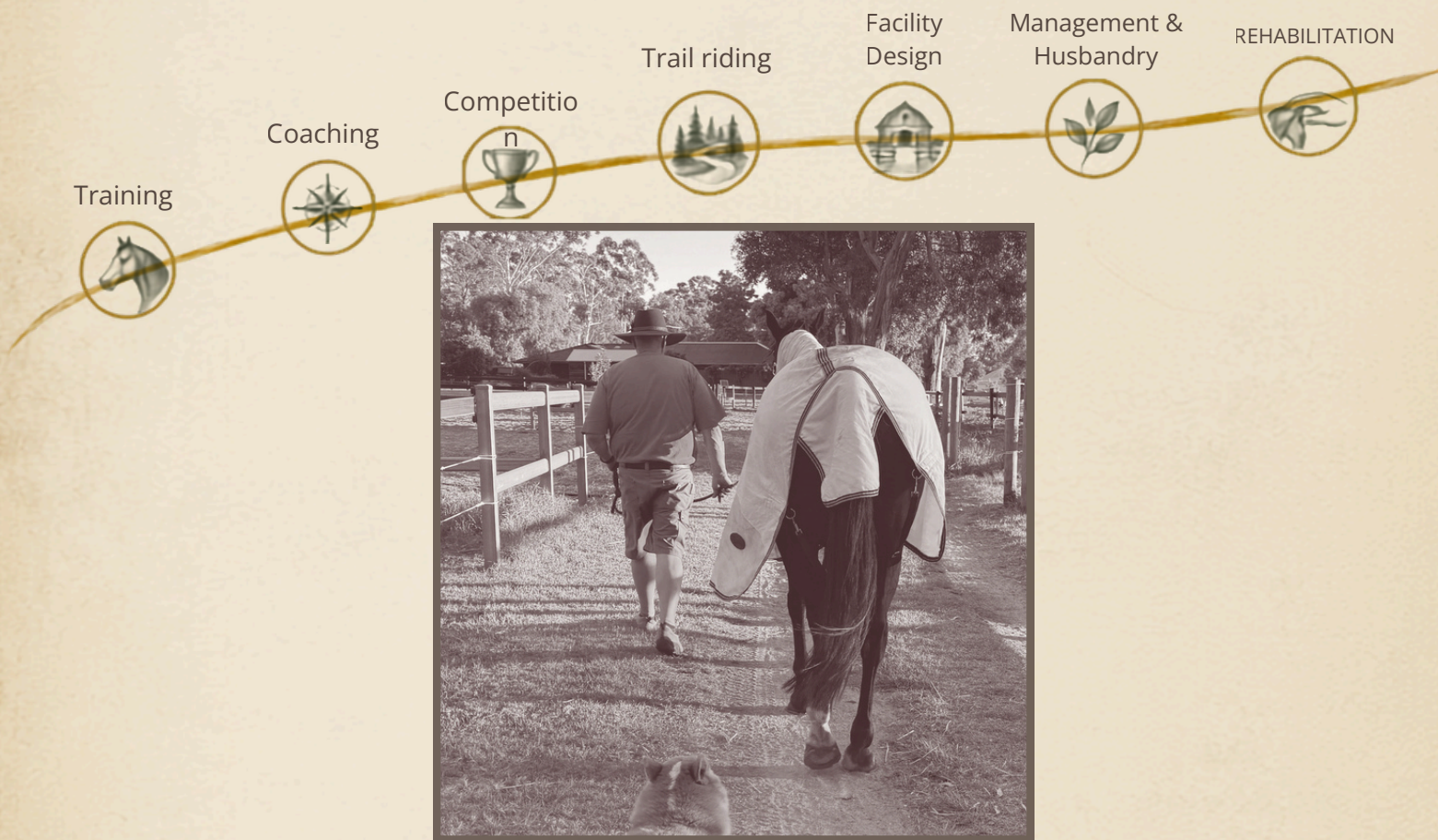


Inquire during
registration for eligibility
and availability

BECOMING THE BRIDGE

Bringing the Experience Home

Sensory Mapping• reaches far beyond the arena.



*Instead of asking:
How do I make this
horse do this?*

We begin asking:

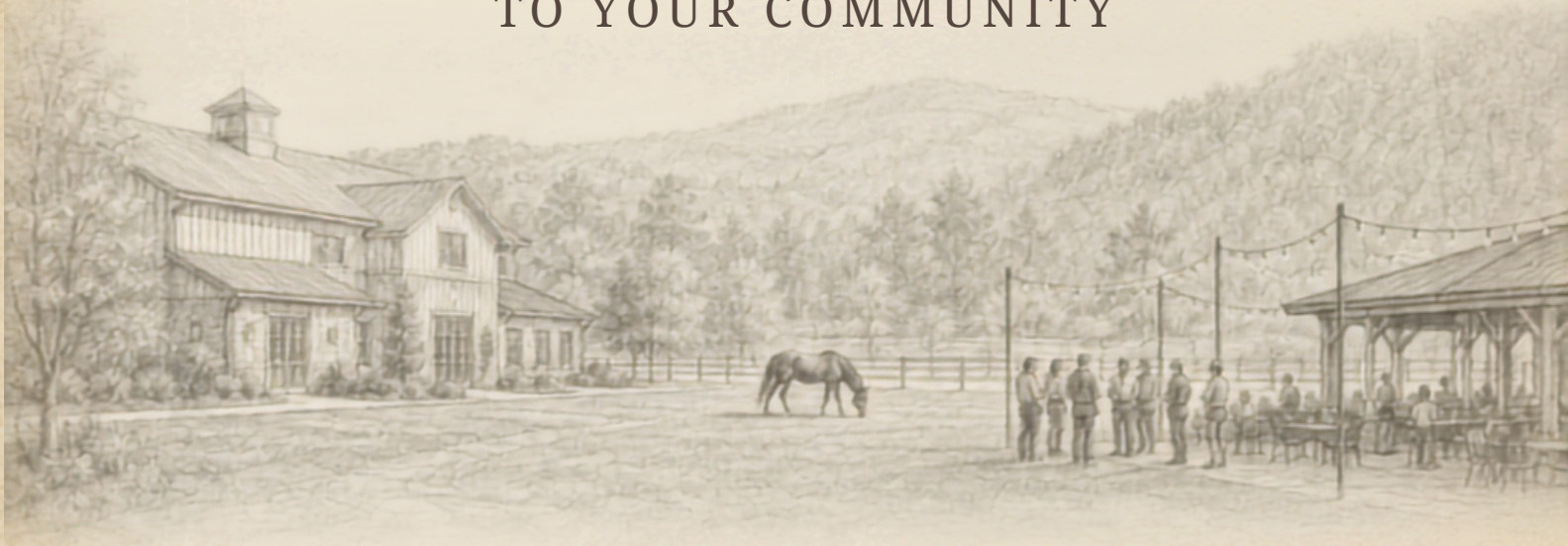
- ✦ Who is this horse?
- ✦ What are its strengths and vulnerabilities?
- ✦ Who must I become to help this horse realize the best version of itself?

THE ENVIRONMENT IS THE LABORATORY.
THE COURSE IS THE CONVERSATION. THE
HORSE IS THE TEACHER.

BRING THE

Sensory Mapping Masterclass

TO YOUR COMMUNITY



HOST IT. • ATTEND IT. • SUPPORT IT.

IDEAL FOR

Equestrian facilities
Educational organizations
Clubs and associations
Conferences and special events
National and international hosts

PROGRAMS MAY ALSO INCLUDE

Who Is the Horse? presentations
Herd Wired keynote or book talk
Meet the Author evening
Book signing
Host-specific programming



SCAN BARCODE FOR MORE
INFORMATION

Get The Masterclass
Trail Guide

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