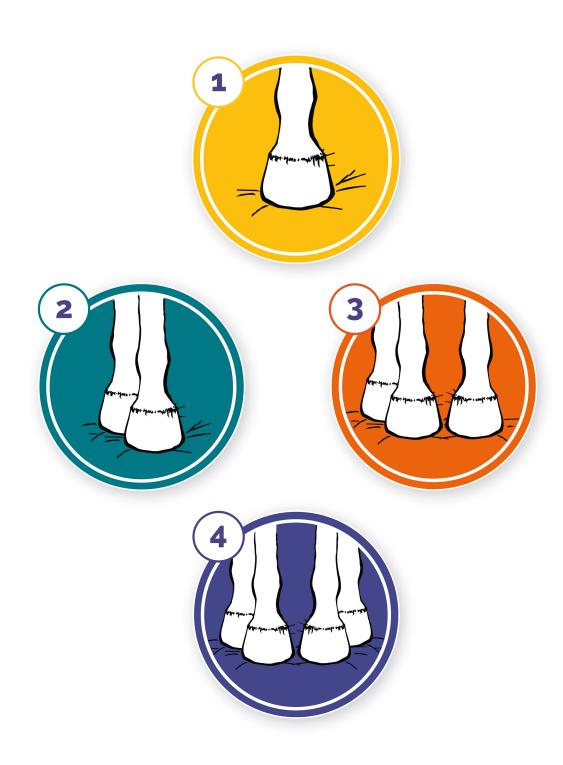


# **SURE FOOT ROADMAP 2023**







#### PRACTITIONER ROADMAP

SURE FOOT Practitioners are equine professionals who have completed the training to become an Authorized SURE FOOT Equine Stability Program Practitioner.

There are four levels of Authorized SURE FOOT Practitioners. Along with the authorizations for the preceding level, each HOOF requires additional training.

Some of the key requirements for each level are listed in this document. Please note that this is not a complete list. A Demonstration of Proficiency document will be sent to applicants upon acceptance of the application.

The SURE FOOT Practitioner Roadmap outlines the process and expectations for the SURE FOOT Applicant. It includes the guidelines for 1 HOOF through 4 HOOF Levels. Upon authorization the SURE FOOT Practitioner will have access to the SURE FOOT Code of Conduct, SURE FOOT Marketing Policies and SURE FOOT Branding Assets.

The process of becoming a SURE FOOT 1 HOOF Practitioner or achieving the next level can take anywhere from 3 to 12 months. There is a limit of 12 months from the time an Applicant attends a SURE FOOT Workshop to complete the required Case Studies.

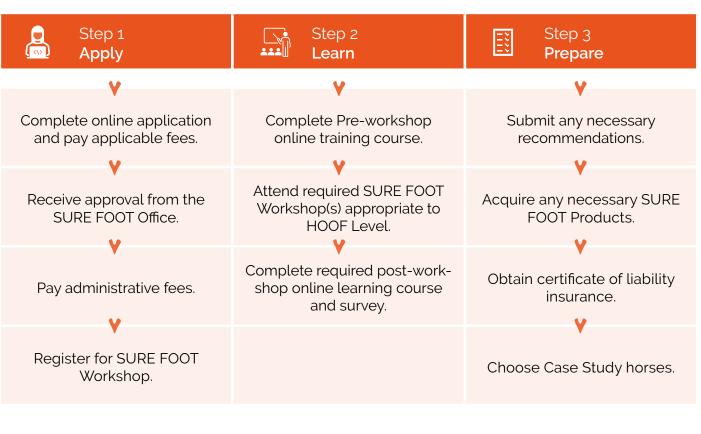


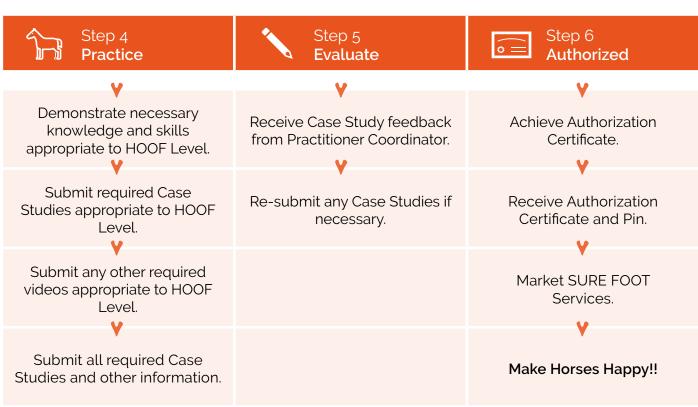
# SURE FOOT Practitioner Roadmap At-A-Glance AUTHORIZATION 1 HOOF 2 HOOF 3 HOOF 4 HOOF Give private lessons 0 0 0 0 0 0 Use marketing materials 0 0 0 0 0 Give SURE FOOT Pad Parties Facilitate SURE FOOT Clinics Give SURE FOOT Demonstrations

#### **TIMELINE & ROADMAP**

The timeframe for advancement through each level can take from three to twelve months depending on workshop availability and Program Stages.

Note that there is a maturation period between HOOF Levels of a minimum of 6 months.







# Step 1 - Apply

- Complete online application at www.surefootequine.com
- Receive approval
- Pay administrative fees
- Register for SURE FOOT Workshop



#### **Definition of Administrative Fee:**

Fee Includes: Application Fee, Online Training Courses, and review of six Case Studies. Other benefits may include one-on-one training and mentorship by Wendy Murdoch or other 4 HOOF.

Once the application has been approved the Applicant will receive an email from the SURE FOOT Office with the link to pay the Administrative Fee. This fee is required and is necessary to receive the Pre-workshop online training links.



#### Step 2 - Learn

- Complete Pre-workshop online training course (applicable to HOOF Levels 1 and 2)
- Attend SURE FOOT Workshop (applicable to HOOF Levels 1 and 2)
- Complete Post-workshop online training courses (applicable to all HOOF Levels)

#### **Definition of Online Training Courses:**

The online training courses help explain the use of SURE FOOT with various horses in different situations, both mounted and unmounted. The online training courses are also used to help Applicants and Practitioners learn more about the individual SURE FOOT Products, presentation skills, and business management. The Murdoch Method, LLC will continue to create new and improved training courses as the SURE FOOT Practitioner base continues to grow.



# Step 3 - Prepare

- Submit any necessary recommendations (applicable to 3 and 4 HOOF Levels)
- Acquire necessary SURE FOOT Pads
- · Obtain certificate of liability insurance
- Choose Case Study horses

#### **SURE FOOT Pad requirements:**

**1 HOOF Applicant** – required to have a minimum of two pairs of Pads of different density. For example, HARD and FIRM Slants.

**2 HOOF Applicant** – required to have a minimum of four pairs of Pads of different density for Case Studies, and *must show photo proof* of six pairs of Pads of different density plus a HALF or FULL Physiopad prior to authorization.



# Step 4 - Practice

- Demonstrate necessary knowledge and skills outlined in Proficiency document and training
  - Safe environment, horse handling skills, etc.
- Submit required Case Studies
  - Consider space, noise, distractions, video and sound quality
- Submit any other required videos (applicable to HOOF Levels 3 and 4)
- Applicants have 12 months from the date they complete a workshop to submit all required Case Studies and other information (applicable to all HOOF Levels).



## Step 5 - Evaluate

- Receive Case Study Feedback
  - Case Studies should be submitted one at a time to give Applicant the chance to utilize the feedback given in their next Case Study.
- Re-submit if necessary
  - On the rare occasion an Applicant may be asked to re-submit a specific Case Study based on feedback.



# Step 6 - Authorized

- Achieve authorization
- · Receive Authorization Certificate and Pin
- Market SURE FOOT Services
  - Marketing Guidelines will be shared once Applicant has been authorized
- Make Horses Happy!!

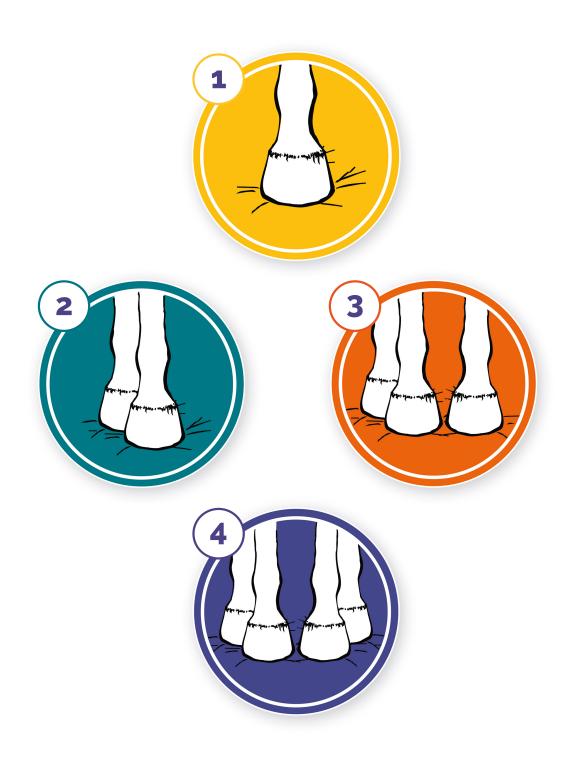


The chart below gives an At-a-Glance view of the requirements for each HOOF Level.

SURE FOOT Practitioner Authorization Requirements							
REQUIREMENTS	1 HOOF	2 HOOF	3 HOOF	4 HOOF			
Apply and pay applicable fees	V	V	V	Ø			
Complete requisite online training	V	V	V	Ø			
Attend two-day workshop	V	V	V	V			
Submit Case Studies (see HOOF Level for details)	V	V	V	Ø			
Shadow at a SURE FOOT Demonstration		V	V	Ø			
Mentor a minimum of two 1 HOOF Practitioners			V	Ø			
Review and provide feedback on six Case Studies of 1 HOOF Practitioners			V	V			
Mentor a minimum of two 2 HOOF Practitioners				Ø			
Assist 4 HOOF at two 1 HOOF Workshops				V			
Submit 10 min. videos from two 3 HOOF Level Clinics				O			
Review and provide feedback on six Case Studies of 2 HOOF Practitioner Applicants				Ø			



# **EXPLANATION OF HOOF LEVELS**



# 1 HOOF Practitioner - Entry level requirements

Must be an Equine Professional with liability insurance (depends on country of residence). An equine professional could be a Trainer, Veterinarian, Farrier, Bodyworker, etc.

## Step 1 - Apply

- Fill out the 1 HOOF SURE FOOT Practitioner application on the <u>surefootequine.com</u> website (under Application Form) or scan QR code on page 20
- Pay applicable 1 HOOF Practitioner fees <u>here</u> or scan QR code on page 20

#### Step 2 - Learn

- Complete the 1 HOOF Pre-workshop online training (log-in information available once the application fees have been paid)
- Attend a two-day SURE FOOT Practitioner Workshop
- Complete the 1 HOOF Post-workshop online training

#### 😗 💎 Step 3 – Prepare

- Agree to only use the Murdoch Method SURE FOOT Products when conducting a SURE FOOT session
- · Acquire two pairs of SURE FOOT Equine Balance Pads for Case Studies
- Complete the 1 HOOF level "How to do Case Studies" online learning module

#### Step 4 – Practice

- Practice with a variety of horses
  - Use unmounted horses only for practice SURE FOOT sessions
  - Practice with applicant's own horses, preferably
  - Include those horses the applicant is familiar with and are safe
  - Develop good habits including:
    - Hands stay away from the hoof
    - Picking up hoof (see SURE FOOT Workbook for details)
    - Allowing horse to walk off
    - Evaluate observations objectively
- Submit a minimum of six video Case Studies
  - All Case Studies should focus on safety
  - Only demonstrate SURE FOOT Equine Stability Program® techniques
  - One Case Study should be specific to how Applicant plans to use SURE FOOT in their professional capacity (example: a farrier incorporating SURE FOOT into a trim)
  - One Case Study should include an "elevator pitch" for SURE FOOT: How would the applicant explain SURE FOOT in 10 seconds?

#### 😗 💮 Step 5 – Evaluate

- Receive feedback from each Case Study evaluation (one at a time)
  - Improve practice based on feedback
  - Demonstrate those improvements in following Case Studies
  - Resubmit Case Study if necessary
- · Applicant must be able to demonstrate the following:
  - Safe practices for people and horses
  - An understanding of the SURE FOOT Equine Stability Program®
  - Allowing the horse to choose
  - The ability to discuss SURE FOOT with others
  - The ability to observe and describe changes seen in the horse

## Step 6 – Authorized

- · SURE FOOT Office approves applicant
- · Practitioner submits biography and photograph for the SURE FOOT website
- · Office lists Practitioner on the SURE FOOT Equine website Practitioners page
- · Practitioner receives certificate
- Practitioner uses the SURE FOOT logo and 1 HOOF logo in marketing

# 1 HOOF Practitioners are authorized to:

- Give private lessons:
  - Working with individual horse/client using the SURE FOOT Equine Stability
     Program and SURE FOOT Equine Balance Pads.
- Use marketing materials:
  - Use SURE FOOT Logo & listed on SURE FOOT Equine Website.

# 1 HOOF PRACTITIONER APPLICANT CHECK LIST

	Proficiency Standard: Safe technique requirements for authorization at the 1 HOOF level:	Completion Date
1	Complete the 1 HOOF Application online along with application fee	
2	Hold a current certificate of liability insurance or the equivalent in the applicant's respective country.	
3	Register online for a two-day SURE FOOT Workshop.	
4	Complete the online prerequisite course for becoming a SURE FOOT Practitioner.	
5	Attend a two-day SURE FOOT Workshop with an authorized 4 HOOF Practitioner.	
6	Have a minimum of two different density pairs of SURE FOOT Pads for the Case Studies.	
7	Acknowledge, understand and demonstrate recognition of risk involved when working with horses.	
8	Acknowledge, understand and demonstrate how to stay safe around any horses i.e. best practices for horse handling skills.	
9	Demonstrate ability to remain calm and flexible around people and horses.	
10	Submit six observation sheets and video Case Studies.	
11	Complete the online course and quiz following a two-day SURE FOOT Workshop*.	
12	Complete the online 1 HOOF Course within two weeks of the SURE FOOT Workshop attended.	
13	Complete the first Case Study within six months of the Workshop.	
14	Complete six Case Studies within 12 months of the Workshop.	
15	Approval by a 4 HOOF Practitioner	
16	Know how to have a good time and keep smiling!!	

# **2 HOOF Practitioner** – Entry level requirements



Applicant must be a 1 HOOF SURE FOOT Equine Practitioner in good standing for a minimum of one year.

## Step 1 - Apply

- Must be an Equine Professional with liability insurance (depends on country of residence).
   An equine professional could be a Trainer, Veterinarian, Farrier, Bodyworker, etc.
- Fill out the 2 HOOF SURE FOOT Practitioner application on the <u>surefootequine.com</u> website (under Application Form) or scan QR code on page 20
- Pay applicable 2 HOOF Practitioner fees <a href="here">here</a> or scan QR code on page 20

## Step 2 - Learn

- Complete the 2 HOOF Pre-workshop online training (log in information available once the application fees have been paid)
- Attend two additional SURE FOOT Professional Workshops (total of 3 Workshops)
- Shadow at least one SURE FOOT Demonstration
- Complete the 2 HOOF Post-workshop online training

#### Step 3 - Prepare

- •
- Agree to only use the Murdoch Method SURE FOOT Products when conducting a SURE FOOT session
- Acquire one pair of each density SURE FOOT Equine Balance Pads and a Physiopad for Case Studies
- Complete the 2 HOOF "How to do Case Studies" online learning module

#### Step 4 - Practice

- V
- Applicant must be able to demonstrate the following:
  - Selection of an environment for a small group
  - Explanation of the benefits of SURE FOOT for a horse with a rider
  - Ability to describe basic horse anatomy and physiology re: fascia and skeleton
  - Ability to describe how SURE FOOT improves the human connection
  - Selection of the appropriate Pad for the condition or situation
  - Modification of halter/lead if necessary
  - Presentation of the Pad to horse with rider to determine if the horse is ok with it
  - Building of a presentation/plan for small group that will be effective
  - Organization of the Pads for the Balance Trail
- Submit a minimum of six video Case Studies
  - Only demonstrate SURE FOOT Equine Stability Program® techniques

- At least two Case Studies must show a horse with a rider
- One Case Study should show the Applicant presenting SURE FOOT to a small group
- One Case Study should include stacking the Pads
- One Case Study should include a two-minute speech on the benefits of SURE FOOT

## Step 5 – Evaluate

- Receive feedback from each Case Study evaluation (one at a time)
  - Improve practice based on feedback
  - Demonstrate those improvements in following Case Studies
  - Resubmit Case Study if necessary
- Applicant must be able to demonstrate the following:
  - Safe practices for people and horses
  - An understanding of the SURE FOOT Equine Stability Program®
  - Allowing the horse to choose
  - The ability to discuss SURE FOOT with others
  - The ability to observe and describe changes seen in the horse
  - Working with a horse under saddle
  - Engaging with a group
  - Demonstrating Balance Trail with people

# Step 6 – Authorized

- SURE FOOT Office approves applicant
- · Practitioner submits biography and photograph for the SURE FOOT website
- Office lists Practitioner on the SURE FOOT Equine website Practitioners page
- Practitioner receives certificate
- Practitioner uses the SURE FOOT logo and 2 HOOF logo in marketing

#### 2 HOOF Practitioners are authorized to:

- Give private lessons
- Use marketing materials
- Give SURE FOOT Pad Parties:
  - One to three hours in length depending upon the number of participants
  - Horse owners bring their own horses to learn about the SURE FOOT Program and experience how their horse responds to SURE FOOT. This is a low-key event with only owners and their horses.
  - Pad Parties are not a demonstration, although people may observe.
     This event is focused on the owner and their horse, not the audience.
  - Only 1-2 horses in the arena at a time, so that the Practitioner can work with and observe how the horses are responding as well as show the owners how to use SURE FOOT.

# **3 HOOF Practitioner** – Entry level requirements



Applicant must be a 2 HOOF SURE FOOT Equine Practitioner in good standing for a minimum of one year.

## Step 1 - Apply

- Must be an Equine Professional with liability insurance (depends on country of residence).
   An equine professional could be a Trainer, Veterinarian, Farrier, Body worker, etc.
- Fill out the 3 HOOF SURE FOOT Practitioner application on the <u>surefootequine.com</u> website (under Application Form) or scan QR code on page 20
- Pay applicable 3 HOOF Practitioner fees <u>here</u> or scan QR code on page 20

#### Step 2 – Learn

- Shadow a 3 or 4 HOOF Practitioner at a minimum of two public SURE FOOT Clinics and/or Demonstrations
- Attend a minimum of one SURE FOOT Workshop as an assistant to the 4 HOOF Practitioner

#### Step 3 - Prepare

- Agree to only use the Murdoch Method SURE FOOT Products at all times when representing the SURE FOOT Brand
- Acquire a second set of SURE FOOT Pads in order to have a sufficient number of Pads when working in a clinic setting
- Complete the 3 HOOF "How to do Case Studies" online learning module
- Attend 3 HOOF virtual mentorship meetings

# Step 4 - Practice

- Applicant must be able to demonstrate the following abilities:
  - Maintain control of the environment in a clinic setting
  - Present information clearly and succinctly
  - Keep an audience engaged and recognize when breaks are needed
  - Read the participants to determine when both horse or owner needs a rest
  - Stay positive in the face of adversity or challenging part
  - Remain polite and professional at all times
- Submit three video Case Studies, including:
  - A Case Study following a horse for one-month (using SURE FOOT at least once per week) demonstrating the long-term benefits of SURE FOOT
  - One video demonstrating how to teach SURE FOOT to a small group
  - One short Case Study demonstration that could be used as preparation to present to a riding school, veterinary practice, local riding club, etc. This should include photos and videos supporting the benefits of SURE FOOT.

# 🕜 Step 5 – Evaluate

- Critique one's own performance and suggest ways to improve including but not limited to:
  - Public speaking courses
  - Conduct online meetings and webinars as the facilitator
  - Learn group dynamic skills in other areas of expertise
- Review the Case Studies provided with a 4 HOOF Practitioner
- Mentor a minimum of two 1 HOOF Practitioners Applicants towards their authorization
  - Mentorship guidelines will be provided prior to mentees being assigned.
- · Review and provide feedback on a minimum of six Case Studies
  - Sample Case Studies will be provided by Practitioner Coordinator

## Step 6 – Authorized

- SURE FOOT Office approves Applicant
- Practitioner submits updated biography and photograph for SURE FOOT website
- Office lists Practitioner as a 3 HOOF on the SURE FOOT Equine website Practitioners page
- · Practitioner receives certificate
- · Practitioner uses the SURE FOOT logo and 3 HOOF logo in marketing

# 3 HOOF Practitioners are authorized to:

- Give private lessons
- Use marketing materials
- · Give SURE FOOT Pad Parties
- Facilitate SURE FOOT Clinics:
  - One to two days, open-to-the-public clinics are typically two days with unmounted and mounted sessions to see the changes that occur overnight.
     Often one horse is used as a demonstration and then two horses are in the arena at the same time with a support person (rider or handler) Auditors are allowed.
  - Represent the SURE FOOT brand by presenting at conferences, meetings and demonstrations with prior approval from the SURE FOOT Office.

# 4 HOOF Practitioner - Entry level requirements



Applicant must be a 3 HOOF SURE FOOT Equine Practitioner in good standing for a minimum of one year.

## Step 1 - Apply

- Must be an Equine Professional with liability insurance (depends on country of residence).
   An equine professional could be a Trainer, Veterinarian, Farrier, Bodyworker, etc.
- Fill out the 4 HOOF SURE FOOT Practitioner application on the <u>surefootequine.com</u> website (under Application Form) or scan QR code on page 20
- · Pay applicable 4 HOOF Practitioner fees here or scan QR code on page 20

## Step 2 – Learn

- Assist 4 HOOF at a minimum of two 1 HOOF Workshops
- Attend a minimum of four SURE FOOT Workshops (of any level)
- Participate in online meetings and educational trainings
- · Understand and be able to discuss SURE FOOT techniques, concepts and philosophy

#### Step 3 – Prepare

· Submit a 10 min. video from two SURE FOOT Clinic presentations taught by Applicant

# Step 4 - Practice

- Mentor a minimum of two 1 HOOF Practitioners and two 2 HOOF Practitioners
  - Mentorship guidelines will be provided prior to mentees being assigned
- Review and provide feedback on six Case Studies submitted by a 1 HOOF Practitioner Applicant and six Case Studies submitted by a 2 HOOF Practitioner Applicant
  - Sample Case Studies will be provided by the Practitioner Coordinator
- Demonstrate the ability to work with a wide variety of horses and people

# Step 5 – Evaluate

- Review sample Case Studies with other 4 HOOF Practitioners
- Demonstrate the principles of SURE FOOT needed to train other Equine
   Professionals to use the SURE FOOT Equine Stability Program<sup>®</sup> and SURE FOOT
   Equine Balance Pads at a 1 HOOF Workshop
- Review performance with 4 HOOF Practitioner:
  - Receive advice and suggestions for improvement
  - Implement recommendations

## Step 6 - Authorized

- SURE FOOT Office and two 4 HOOF Practitioners approves Applicant
- · Practitioner submits updated biography and photograph for SURE FOOT website
- Office lists Practitioner as a 4 HOOF on the SURE FOOT Equine website Practitioners page
- Practitioner receives certificate
- · Practitioner uses the SURE FOOT logo and 4 HOOF logo in marketing

#### 4 HOOF Level Practitioners are authorized to:

- Give private lessons
- Use marketing materials
- Give SURE FOOT Pad Parties
- Facilitate SURE FOOT Clinics
- Give SURE FOOT Demonstrations:
  - The Practitioner demonstrates the use of the SURE FOOT Pads to an audience.
     The audience observes but does not participate. Typically 1-2 hours, the Practitioner will use 2-4 horses either unmounted or mounted with a rider or designated handler in the arena with the horse.
- Facilitate SURE FOOT Practitioner Workshops:
  - Two-day workshops for Equine Professionals that want to become authorized SURE FOOT 1 HOOF Practitioners or learn more about using SURE FOOT.

#### **Evaluation and Feedback**

Practitioner applicants will be evaluated at different stages of the process. During the SURE FOOT Workshops, 1 and 2 HOOF level applicants will be evaluated by the 4 HOOF Practitioner facilitating the workshop.

# During the SURE FOOT Workshop, Applicants will be evaluated and given a rating from 1-4 on the following proficiencies:

- A safe environment.
- Safe horsemanship practices
- · Offering the Pad
- · Positioning the Pad
- · Picking up a hoof
- Placing the hoof on the Pad
- Allowing the horse to choose how he stands
- Moving the horse off the Pads
- Ability to observe without judgement
- Self-awareness
- Staying present

#### The Rating Scale used for the above is:

- 0 = Did not demonstrate
- 1 = Expectation not met
- 2 = Needs improvement
- 3 = Met expectation
- 4 = Exceeded expectation

These evaluations will be given to the SURE FOOT office and taken into consideration when the Applicant's Case Studies are being reviewed.

Each time an Applicant submits a Case Study they will receive feedback from the Practitioner Coordinator. Case Studies should be submitted one at a time, so that the Applicant can utilize the feedback given by the Practitioner Coordinator on their next submission.

The Applicant will be evaluated on the same proficiencies in their Case Studies as they were during the Workshop. (See above list)

In addition, the Practitioner Coordinator will provide any additional feedback that may help the Applicant improve their next Case Study submission.

# 1 HOOF CASE STUDY FEEDBACK FORM

Applicant Name:							
Feedback Date:	eedback Date:Case Study Level and Number:						
Horse Information:							
Observations:							
YouTube/Photos:							
Applicant Demonstrated:							
Proficiency	Ratir	ng Comm	nent/Feedback				
A safe environment							
Safe horsemanship practices							
Offering the Pad							
Positioning the Pad							
Placing the hoof on the Pad							
Allowing the horse to choose how	he stands						
Moving the horse off the Pad							
Removing the Pad from under the	hoof						
Observations made on and off the	Pads						
Ability to observe without judgeme	ent						
Self-awareness							
Staying present							
<b>Please note:</b> A rating from 0-4 will b	oe marked in the Ra	ting colum	n for each Proficiency.				
o = Did not demonstrate	1 = Standard not m	et 2	2 = Needs Improvement				
3 = Met Standard	4 = Exceeded Standard						
Tips on future Case Study submissi	ion:						

## 3 and 4 HOOF Evaluation

As part of the evaluation process both 3 and 4 HOOF Level Applicants will be required to mentor lower-level Practitioners as well as review and give feedback on Case Studies. Case Studies will be sent to the Applicants by the Practitioner Coordinator.

#### Mentorship defined:

The purpose of mentorship is to provide the following:

- Support the Applicant/Practitioner
  - a. Sharing experiences helps deepen one's understanding of the power of SURE FOOT
  - b. Encouragement for using SURE FOOT in practice and complete training
  - c. Advancing one's knowledge to move to the next level
- 2. Provide constructive feedback in the following areas:
  - a. Improving technique
  - b. Observing changes in the horse
  - c. Describing SURE FOOT to others
  - d. Guiding the mentee through all proficiency requirements in the proficiency

#### document

- 3. Assist incorporating SURE FOOT into a business model in several areas:
  - a. Body Workers
  - b. Trainers/Instructors
  - c. Fitness/Rehabilitation
  - d. Veterinarian
  - e. Farrier/Trimmers
- 4. Topics of discussion may include:
  - a. How to talk about SURE FOOT to clients
  - b. Dealing with client questions
  - c. Video Case Studies
  - d. Ways to answer questions about using SURE FOOT in a particular situation

The goal of mentoring is to use the same principles applied to horses, applied to SURE FOOT Practitioners and Applicants: Safe, Support, Success.

2 HOOF Mentorship for becoming a 3 HOOF may be with applicants as well as 1 HOOF Practitioners. Mentee will be assigned (with her permission) to a 2 or 3 HOOF Practitioner.

#### Case Study Review Defined

Case Studies will be provided to Applicant by the Practitioner Coordinator. Each Case Study will come with a Case Study Feedback Form attached to be filled out by the 3 or 4 HOOF Applicant.

## 3 HOOF Applicants

Mentorship – 3 HOOF Applicants will be required to mentor a minimum of two 1 HOOF Practitioners. Case Study Review – 3 HOOF Applicants will be required to review and give feedback on six Case Studies submitted by two 1 HOOF Practitioner Applicants. Case Studies to be provided by Practitioner Coordinator.

# **4 HOOF Applicants**

**Mentorship** – 4 HOOF Applicants will be required to mentor a minimum of two 1 HOOF Practitioners and two 2 HOOF Practitioners.

Case Study Review – 4 HOOF Applicants will be required to review and give feedback on six Case Studies provided by two 1 HOOF Practitioners and two 2 HOOF Practitioners.

## **Important Links:**

Please check out the following links for information, videos and conversation.



Application
Practitioner application



Fees
Practitioner fees



Website surefootequine.com



Webshop shop.surefootequine.com



Youtube SURE FOOT Channel



Instagram
SURE FOOT Equine Stability Program



Facebook
SURE FOOT Equine Page



Fans of SURE FOOT Group