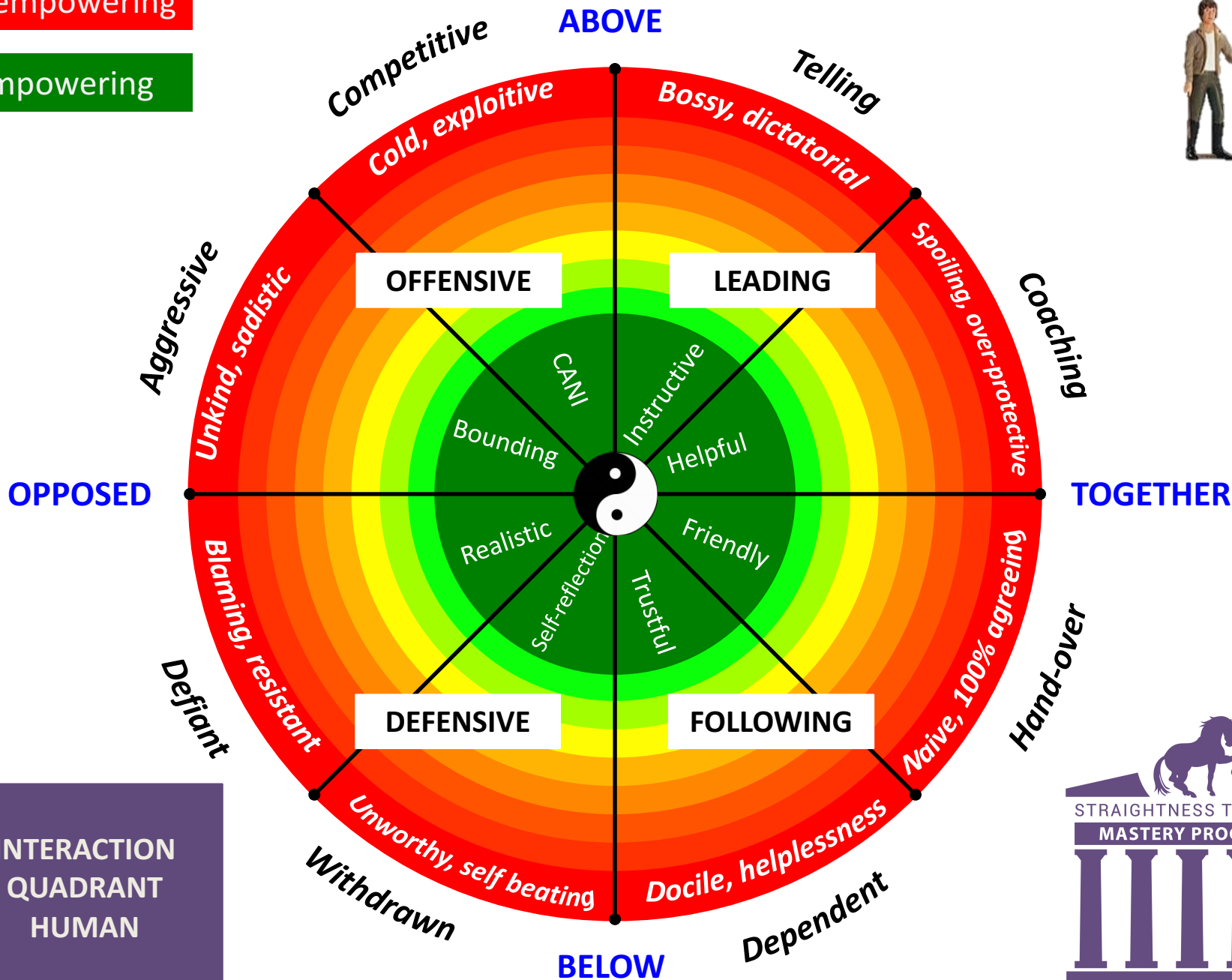


Disempowering

Empowering



Disempowering

Empowering

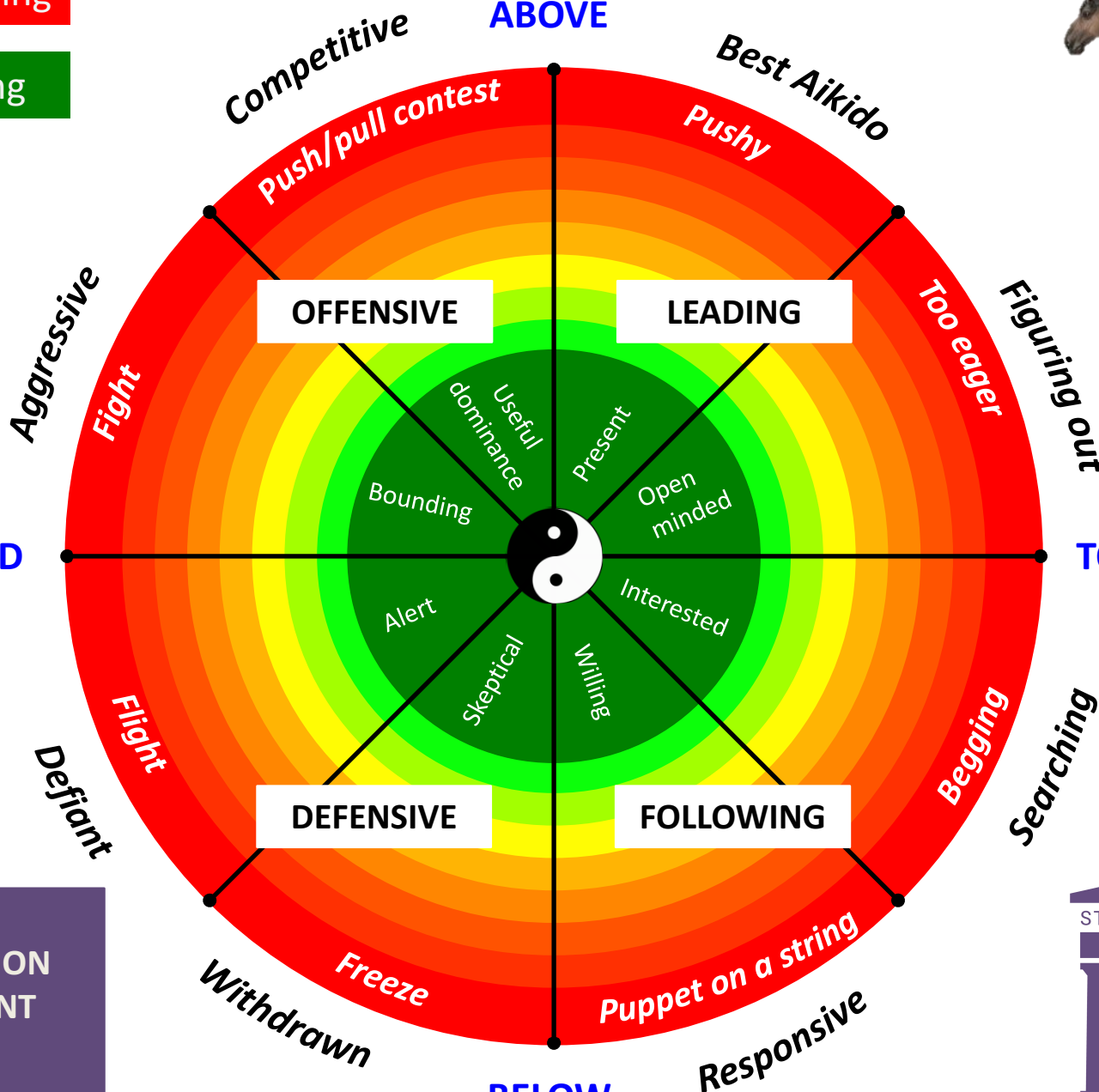


OPPOSED

TOGETHER

ABOVE

BELOW



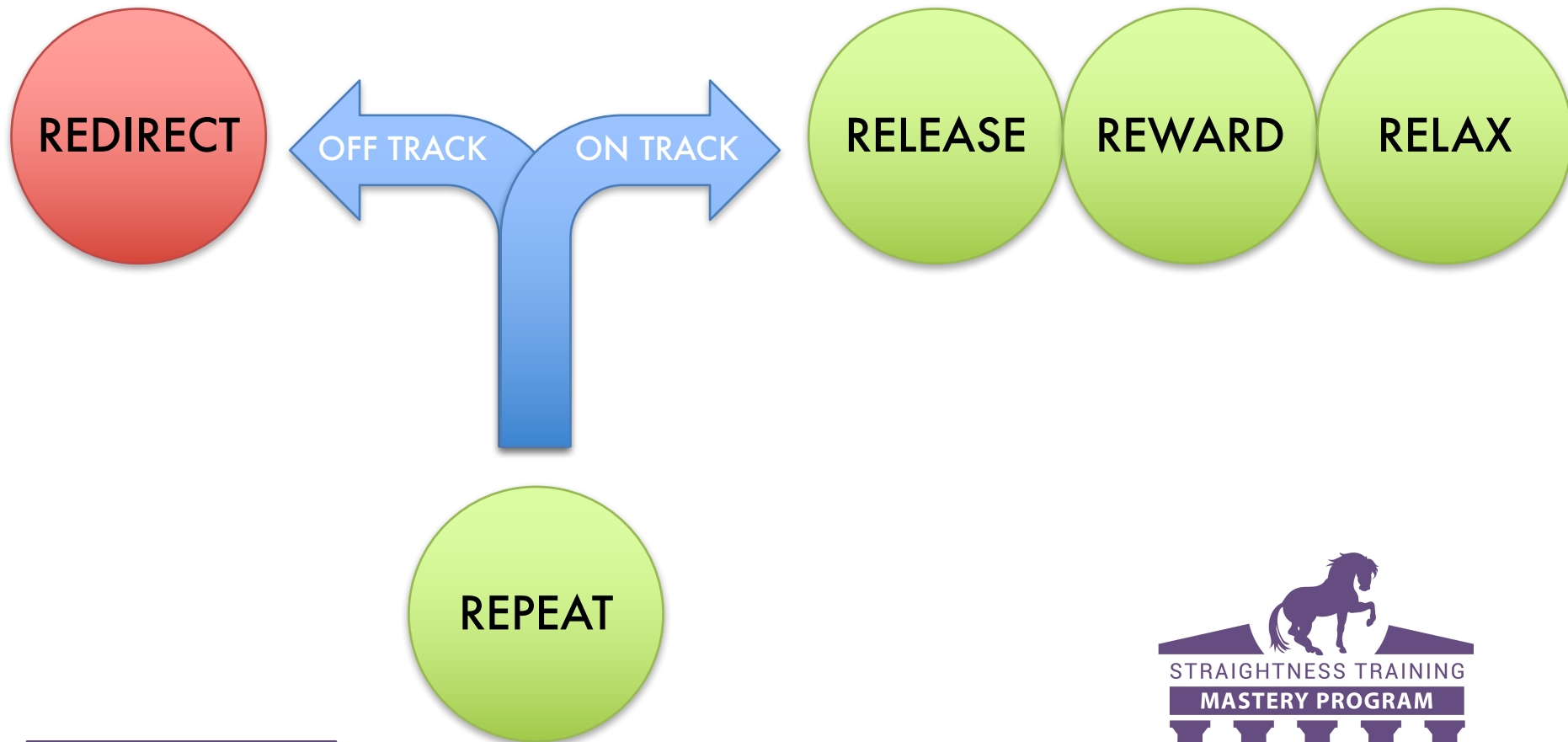
INTERACTION  
QUADRANT  
HORSE



INTERACTION  
PRINCIPLE

If you want  
your horse  
to behave  
differently,  
YOU need  
to change  
YOUR behavior  
first!





**5R MOTIVATION  
CONCEPT**

