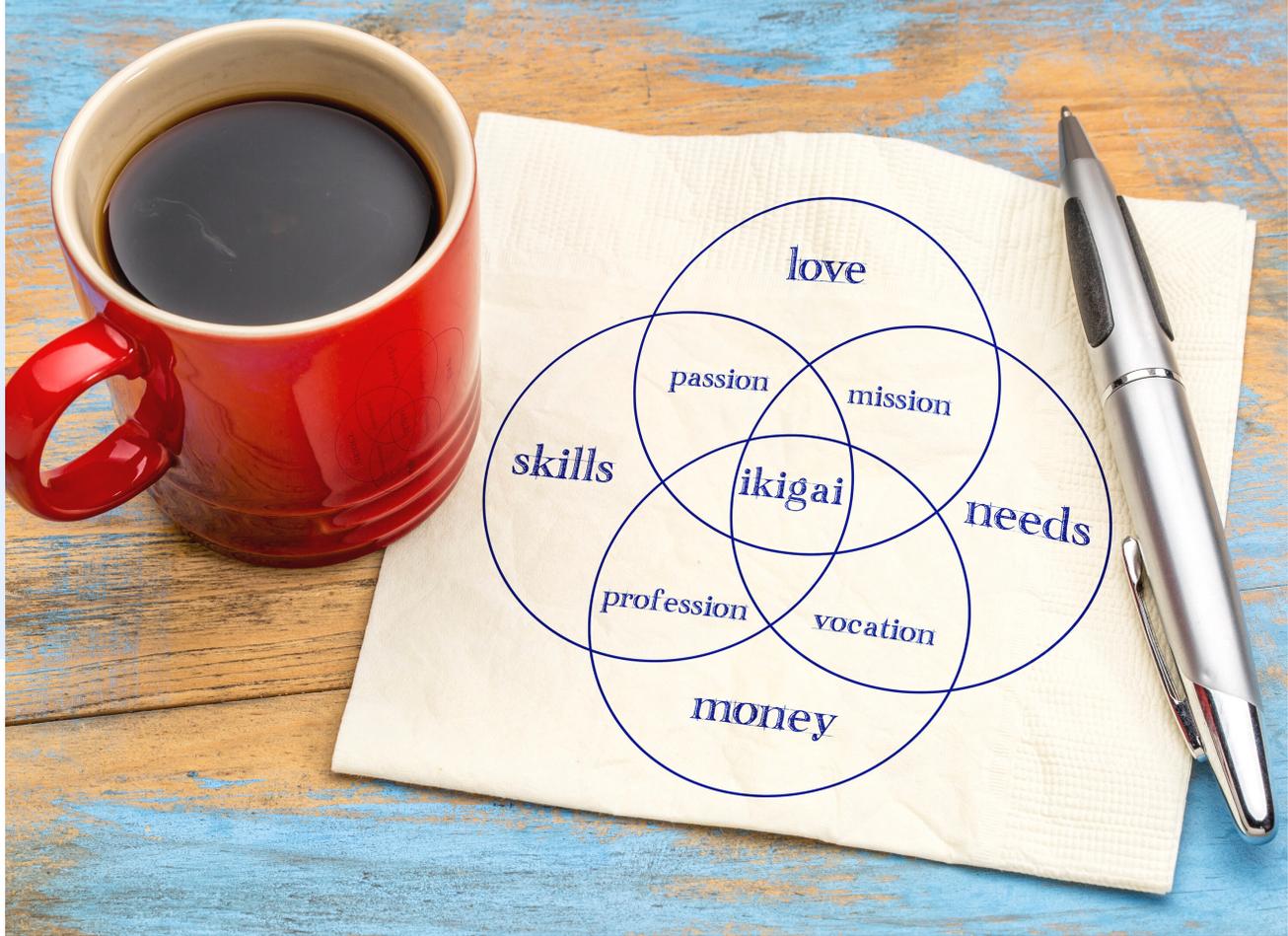




Basic ST Instructor Certification Program

JANUARY 2023

THE STRAIGHTNESS TRAINING ACADEMY



Do you wish you could do what you love,
do what you are good at,
do what the world needs,
and do what you can be paid for?

**WE ARE THE STRAIGHTNESS TRAINING ACADEMY
AND WE HELP YOU MAKE A DIFFERENCE
IN PEOPLE'S AND HORSE'S LIVES.**

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01 | About the Straightness Training Academy

The high demand for education and training in Straightness Training inspired Marijke de Jong and Marc Marsman to found the ST Academy in 2013 which now has thousands of members across the world.

We believe in a bright future and our ability to build it together with engaged and motivated Straightness Training Instructors. Together we can help equestrians across the world overcome struggles, plateaus, setbacks, and challenges with their gifted horses.

When you are a certified Basic ST Instructor, you will have access to all the resources you need so you can make a positive difference in the world.

- ✓ **We believe in you**
- ✓ **We believe in the ST Academy**
- ✓ **Together we can do great things**
- ✓ **Help one rider, one horse a time**
- ✓ **Together we can get far**
- ✓ **How far can we go...**



- ✓ Do what you love
- ✓ Do what you are good at
- ✓ Do what the world needs
- ✓ Do what you get paid for

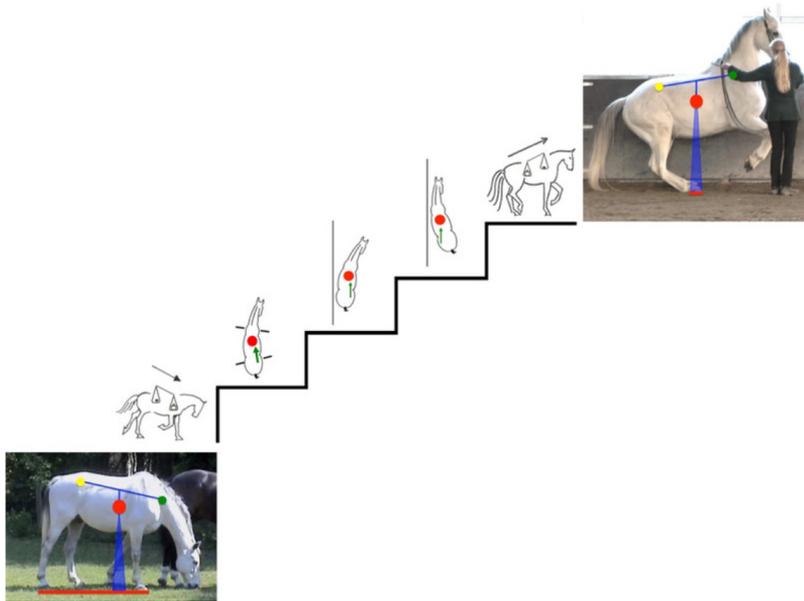
02 | About the Basic ST Instructor Certification Program

The purpose of Certification Program is to build an amazing class of students who are committed to not only in-depth learning, but also investing in their growth, creating the best version of themselves, and pursuing a meaningful career.

Instead of starting from scratch as an individual horse riding instructor, you now have the opportunity to start with a group of well-prepared, motivated, and goal-oriented Scholars, a network of existing ST Instructors, and a well thought-through educational program from the very beginning of your teaching career.

The ST Academy offers you a Certification Program, community, support, defined levels, feedback, and a professional pathway to widen, broaden, and deepen your understanding of the concepts and essences of Straightness Training, whilst integrating it with didactic coaching skills. Also, it offers you the opportunity to develop a tailor-made professional equestrian career that suits your individual entrepreneurship ambitions.

If this sounds like something you want to be a part of, we encourage you to join us. You are going to love the program and the process.



03 | The secret behind our success - and yours

The foundation of the ST Academy is causal coaching. This means, that we focus on finding the cause of a problem, rather than simply treating the symptoms. This means, we never teach our students how to fight physical and psychological imbalance with, for example, special bits and reins. Instead, we teach them how to reduce and counteract the natural asymmetry, which cause the imbalance in the first place.

Our six keys of Straightness Training can solve any problem that is caused by natural asymmetry - from balance to behavioral issues. As you progress through our program, you'll learn and apply the six keys to your own horse in order to achieve the level of Grade 1 in the four training pillars groundwork, longeing, work in hand and ST at liberty. Applying the keys in these pillars will be life-changing for your own 2- and 4-legged students too.

When you complete our Basic ST Instructor Certification Program, you'll be able to solve many problems that come your way with the six keys. They are simple. They are effective. And, they are what set us apart in the equestrian world. Best of all, they distinguish you from other instructors who don't have access to these six keys.

-  **Lateral bending**
-  **Forward down**
-  **Stepping under**
-  **Bending inside hind leg**
-  **Bend outside hind leg**
-  **Bend both hind legs**

04 | The Unique Selling Point of a Basic ST Instructor

The essence of what makes a Basic ST Instructor better in problem-solving than "riding-only" instructors, is that Basic ST Instructors focus on the cause of issues from the ground with the cavesson, instead of fighting symptoms under saddle and with bits. So whenever there's a riding issue, they solve it from the ground, having four empowering options available to choose from:



Groundwork

With groundwork, each horse's natural asymmetry can be observed from the ground. By developing an equal lateral bend, forward down tendency, and stepping under of the inside hind leg (LFS) in both directions, imbalance and stiffness issues can be reduced and eliminated.

Longeing

To prevent the majority of balance issues, the most important thing for a horse to learn is how to 'turn' instead of falling on the inside or over the outside shoulder. Through longeing, each horse can learn how to move with a proper LFS on a bigger circle.



Work in hand

In this training pillar, each horse can learn all lateral movements without the extra weight of a rider - from the circle, to the shoulder-in and haunches-in, to all the variants such as the renvers, half-pass and pirouette.

Liberty

To check if a horse understands what we mean with our tools and aids, and is motivated to do what we ask, we practice ST at liberty. At liberty, we can monitor if our horse takes responsibility for the actual behavior and make sure that they are not only responding like a puppet on a string.



05 | Go all-in: 3 Steps

People just like you will become amazing Basic ST Instructors.

All because they decide to go all-in on themselves.

It's a decision. It's a commitment to themselves.

They commit to achieving Grade 1 in the training pillars groundwork, longeing, work in hand and liberty, and are dedicated to help others travel the same path.

And you can 100% do this, too!

Your journey starts with the first step.

It starts with your decision to become an amazing instructor.

We've got you the rest of the way.

As a student, you'll be guided through an exceptional program.

There's a proven system and a powerful team to support you every step of the way.

In your life, you have 3 choices.
Give up, give in, or give it your all.

~ CHARLESTON PARKER



01

STEP ONE

Decide & Book a Call

- ✓ Investigate the reasons why you want to become a Basic ST Instructor.
- ✓ If you like your reasons, decide to become an amazing instructor.
- ✓ Commit to going all in on yourself, your goals and your purpose.
- ✓ Book a call with Marijke to prepare for the Basic ST Instructor Certification program.
- ✓ Look for your invitation with the link to book a call and next steps, or click here:

[BOOK A CALL »](#)

A photograph of a desk setup. On the left, there is a small potted plant in a grey pot, a white square frame, and a copper-colored alarm clock. In the center, a laptop displays a website with a login form and two columns of program listings. On the right, there is a white mug, a wooden pencil holder with pencils, and a glass vase with a green plant. The background is a white wall with a perforated pattern.

02

STEP TWO

Enroll & Explore

- ✓ The program is 100% delivered to you online, in the comfort of your own home, and everything is easily accessible.
- ✓ The only thing you need is a good internet connection and a computer, tablet and/or smartphone.
- ✓ We use simple technology - Youtube and Zoom - to connect with you during the program. See Google for a variety of short tutorials about these apps.
- ✓ The program is set up perfectly for "busy" people, so you can complete everything flexibly within your unique schedule, as long as you can complete all your certification requirements before Certification Day.
- ✓ We recommend allocating about four hours a week to complete your study requirements, although you are welcome to spend as much time as you would like, as there is plenty to explore and study!



03

STEP THREE

Study & Learn

- ✓ Founder of the ST Academy, Marijke de Jong, will teach you the Strategies she has created to change the lives of thousands of horses and riders.
- ✓ You will receive a high-quality education with fortnightly lectures with Marijke, where she explains and demonstrates her concepts.
- ✓ The recordings are available in both audio and video formats, and you may want to watch or listen to them several times to widen, broaden, and deepen your wisdom.
- ✓ Everything you learn will be immediately applicable to your own horse and situation, and the horses and situations of your students and clients.
- ✓ Besides Marijke's lectures, you will also study the STclopedia in the Mastery Program.
- ✓ Plus, you will learn how to become an efficient and effective entrepreneur.





04

STEP FOUR

Apply & Experience

- ✓ Knowledge is not enough when it comes to teaching. We must be able to experience the theory in practice and apply it to our own horses, and our students and their horses.
- ✓ In the program, we ensure that you practice your teaching in the format of small online group classes, assignments, and through supervision.
- ✓ You will be assigned to a small group with a dedicated Mentor Instructor who will be available every other week on a so-called live Application Call.
- ✓ Throughout the program, you will practice live with your Mentor Instructor in your small group class by coaching your peers on a so-called Practicum Call.
- ✓ Besides the calls, you will practice teaching and coaching on your peers. You will also create an assignment about helping real students help their horses.
- ✓ The calls and assignments will help you refine your skills and become even more adept at using each of the didactic skills we will teach you.

06 | Curriculum

Take a closer look at the Basic ST Instructor Curriculum that will support the development of your craftsmanship, mastership and entrepreneurship.

1

The Mastery Program

Get access to the full library of the STclopedia and learn how to solve any balance issue with a logical system of progressive exercises.

2

Wisdom of the old grandmasters

Discover the foundation of training horses and teaching students you will be practising with your two and four-legged students.

3

The instructor, the student and the horse

Learn how to apply various learning concepts, strategies and styles to offer tailor made teaching solutions.

4

Lesson preparation

Discover how to set your lessons up for success and how to prepare the different phases of your lessons.

5

The start, core, and end of a lesson

Learn how to design the start of a lesson, how to apply situational teaching and give feedback, and how to wrap up a lesson.



6

Self-reflection & evaluation

Explore how to use the concept of Constant And Never-ending Improvement to master the art of teaching and coaching.

7

Challenging situations

Get strategies to help you deal with difficult situations and challenging setbacks.

8

Self-mastery

Study and apply mindset strategies that empower and serve you, whilst also helping your students to do the same.

9

Outcome & goal cultivation

Gain tools to help you create your dream career and learn how to reach your big goals.

10

Entrepreneur training

Learn how to overcome limiting money, marketing and sales beliefs, so you can design and build your own profitable business.

07 | Your Program Experience

We purposefully structure your program, so you receive individualized support and mentoring while putting the theory into practice:

APPLICATION CALLS

1

For twelve months, you'll meet fortnightly in a small group with a Mentor Instructor. During these calls you're going to apply everything that is taught in the fortnightly lectures, get real practice coaching, and get all your questions answered.

PRACTICUM CALLS

2

Six times during the twelve months, a Practicum Call will be scheduled where you and your peers will teach the what, why and how of a certain Straightness Training concept live and get real-time feedback from peers and your Mentor Instructor.

PEER COACHING

3

Partner with a buddy of your choice through Zoom and Youtube to receive a minimum of six hours of online coaching and give six hours of online teaching in the training pillars of groundwork, longeing, work in hand and ST at liberty.

REAL CLIENT TEACHING

4

Throughout the program, you will practice live - online and/or in-person - and create a report about the transformation of real clients and their horses. You'll record six 20- to 30-minute video clips from teaching sessions and include these in your report.



The best ST Instructors
get coached by
the best ST Instructors

08 | Additional Scholars Benefits

To support you the best we can during the Certification Program, you'll get a 12 month free membership to our Scholars Program. As a Scholar, you'll receive weekly coaching through the Mastermind, Hot Seat, Breakthrough, Mastermind, Touchstone coaching.

In special monthly mastery cycles you get coached on your own skills by one of the ST Academy Coaches who has gone before you. They understand what you're going through and will apply the same tools you're learning in Certification to your situation and your horse. They do this every week. You just book the sessions and get feedback.

If anything is holding you back or getting in the way of showing up as the Basic ST Instructor you dream of being — you get to start working on this immediately in Scholars. Remember, your personal transformation is your professional resume.

By taking full advantage of what's available to you in your complimentary membership to Scholars, you'll walk the talk and take action to achieve the level of Grade 1 in the training pillars groundwork, longeing, work in hand and liberty.

Get 12 months of FREE high-quality coaching

We want you to be able to start from this moment, after reading this brochure, booking a call with Marijke, and enrolling in the program, to move towards your Certification.

Therefore, to help you achieve Grade 1 in the groundwork, work in hand, longeing and ST at liberty training pillars, you'll receive a 12-month free membership to Scholars (€297 per month value).

Your free membership in Scholars starts the moment you enroll in the Certification program.



Your FREE Scholars membership includes:

✓ The fundamentals

Get immediate access to 8 fundamental STages, so you can optimally prepare yourself for your craftmanshp. During these STages, you learn everything you need to teach your own horse (and the horse's of your students) the fundamentals of Straightness Training.

✓ Weekly coaching sessions

It is our deepest desire that you will take full advantage of everything we offer in Scholars. Make a schedule to attend live classes, get your monthly Mastermind, Hot Seat, Breakthrough, and Touchstone coaching, and dive into the available Self-Mastery classes.

✓ 12 Touchstones

Benefit from the opportunity that you get 12 free Touchstones which you can submit over a period of 12 months - **1 Touchstone a month**. Show us the exercises you practice in the trainling pillars groundwork, longeing, work in hand, and Straightness Training at liberty and we help you get your work to the basic level of Grade 1.

09 | Certification

At the Straightness Training Academy, certification is earned after paying attention in class, joining the application calls, practicing the tools with peers, and applying everything you learn to real clients in effective ways. There are five main components to becoming certified:



Didactic skills through Practicum Calls

You'll participate in a minimum of four out of six Practicum Calls where you will get real-time feedback from peers and your Mentor Instructor. Participate as a coach a minimum of two times and as a client a minimum of two times.



Didactic skills through Peer Coaching

Partner with a buddy of your choice to receive a minimum of 6 hours of coaching and give 6 hours of coaching.



Didactic skills through your Real Client Assignment

You will create a report, where you log your experience in teaching real client(s) and it will include six recorded samples of you teaching your student(s).



Straightness Training skills through Touchstones

You have achieved Grade 1 in the training pillars groundwork, longeing, work in hand, and ST at liberty.



Theory exam

At the end of the twelve-month program, you will take an exam before you are certified. Most of our ST Instructors tell us that the exam - 100 multiple choice and false/true questions - is easy if you study the curriculum materials and show up and pay attention during class.

You will be required to have all of your work complete in order to become certified.



10 | Time Frame

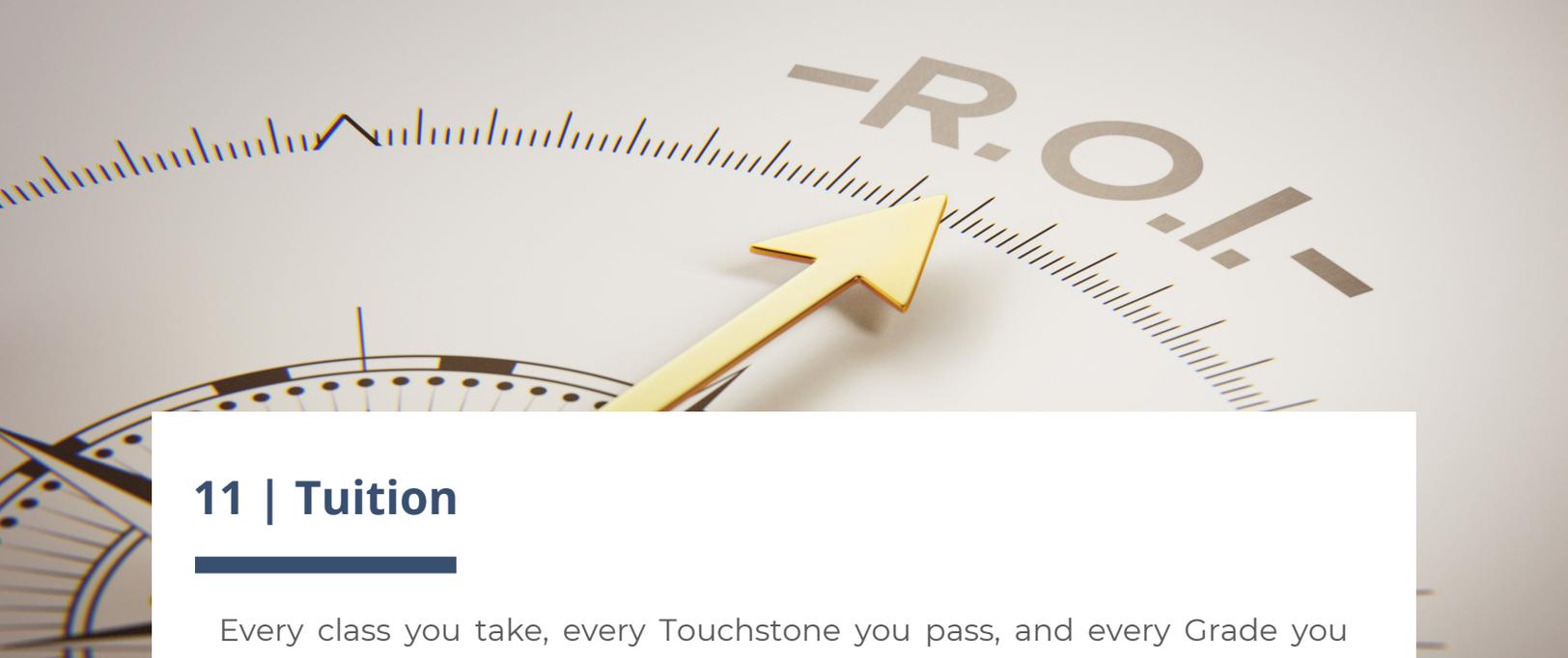


Enrollment starts in September 2022.

Your Basic ST Instructor training will be a 12 -month journey beginning January 15th in 2023.

Enrollment closes either once we reach capacity or on January 13th, 2022.

Item	Date/Time
Enrollment open	September 27-30, 2022
Enrolled students get EXTRA BONUS access to Scholars	October - December 2022
Reopen	January 10-13, 2022
Start of the Basic ST Instructor Certification Program	January 15th, 2023
Study classes with Marijke de Jong	16 classes
Application Calls with a Mentor Instructor	16 calls
Practicum calls with a Mentor Instructor	6 calls
Peer-to-peer coaching, 2 sets of 6 hours	Due date December 1st, 2023
Real-client assignment	Due date December 1st, 2023
Theory exam - multiple choice questions	Mid December 2023
Certification	End of December 2022



11 | Tuition

Every class you take, every Touchstone you pass, and every Grade you achieve, is an investment in your knowledge, your skill-set, and your future. And it is our intention that your investment in the Basic ST Instructor Certification Program provides you with a career that will make you much more than the cost of tuition for many years to come.

You, of course, will have to do the work to make that happen - and we believe it's absolutely possible - but how you create a return on your investment is completely up to you.

You get to decide if you want to work part-time or full-time as a Basic ST Instructor or combine it with your current career.

Regardless, we can't think of a better way to spend your time, energy and money than on your "Ikigai" and on creating a career that will help you serve your purpose, and provide fulfillment in your life.

- Included in your tuition is lifetime access to the ST Mastery Program, also known as the STclopedia.
- Plus, you receive a free membership to Scholars (a €297 per month value), which starts the moment you enroll in the Basic ST Instructor Certification Program and lasts until the end of the Certification Program. People have changed their lives and the lives of their horses with this program alone. Make sure you take full advantage of its value both before and during your Basic ST Instructor Certification Program.
- See the next page for tuition options.

Get a full year of high-quality coaching & education

Join the Basic ST Instructor Certification Program (BCP) and set yourself up for success!

 BCP Early bird	BCP Enroll in January	BPC Plus
<p> Get The Programs</p> <ul style="list-style-type: none">• Basic ST Instructor Certification Program 2022• ST Mastery Program lifetime access <p>+</p> <p> Scholars Benefits</p> <ul style="list-style-type: none">• 1-year Scholars membership a €297 per month value <p>+</p> <p> Early Bird Extras</p> <ul style="list-style-type: none">• Get 3 extra months in Scholars for free - October, November, December 2022 - a €297 a month value	<p> Get The Programs</p> <ul style="list-style-type: none">• Basic ST Instructor Certification Program 2022• ST Mastery Program lifetime access <p>+</p> <p> Scholars Benefits</p> <ul style="list-style-type: none">• 1-year Scholars membership a €297 per month value	<p> Get The Programs</p> <ul style="list-style-type: none">• Basic ST Instructor Certification Program 2022• ST Mastery Program lifetime access <p>+</p> <p> Scholars Benefits</p> <ul style="list-style-type: none">• 1-year Scholars membership a €297 per month value <p>+</p> <p> Early Bird Extras</p> <ul style="list-style-type: none">• Get 3 extra months in Scholars for free - October, November, December 2022 - a €297 a month value <p>+</p> <p> Extra 1:1 coaching</p> <ul style="list-style-type: none">• People who want even more help and assistance directly from Marijke de Jong then this option is available. If you're interested in this, book a call, I only take five people into this option
BOOK A CALL »	BOOK A CALL »	BOOK A CALL »

12 | How to be an excellent student in our program

- ✓ **Show Up Ready To Learn**
Empty your cup. Come with a beginner's mind.
Be open to feedback.
- ✓ **Take Responsibility**
Use your ability to respond in any given situation
and figure out a way.
- ✓ **Fail Fast Forward**
Be willing to do trial & error. See what's working
and change what's not working.
- ✓ **Constant And Never-Ending Improvement**
Think. Act. Check. Change. Repeat. How often?
Until you get the results you're looking for.

We feel very strongly that it is an honor and privilege to coach equestrians and horses who need help.

*We will only certify Basic ST Instructors who are improving their **profession**, who are on a **mission**, and who are coaching from a place of **passion and vocation**.*



13 | Licensing

The Basic ST Instructor Certification Program gives you the freedom to create your life on your terms. In fact, we believe becoming a Basic ST Instructor is the perfect career because you have the freedom to set your own schedule and make a contribution that has a real impact in your own life, the lives of your clients and students, the lives of their horses, and even the world.

Now, with that kind of amazing career comes responsibility. That's why we decided to offer you the opportunity to get licensed each year upon certification. Certification is for a lifetime, licensing is something that happens every year:

- **Certified Basic ST Instructors** have permission to use the concepts of Straightness Training created by the ST Academy in their teaching practice without using any ST logos and trademarks and without association with the ST Academy.
- **As a licensed Basic ST Instructor** not only do you get the best training to become the very best Basic ST Instructor, but you continue to grow, thrive, and evolve as a licensed instructor — because you'll have us by your side for as long as you choose to stay licensed.

Annual license (optional)

Licensed Basic ST instructors have permission to use the general ST logos and trademarks and the specific Basic ST Instructor License logo on their website.

Licensed Basic ST Instructors will pass an annual exam that covers current teachings from Weekly ST, the podcast, articles on the public website, and new Mastery materials.

The ST Academy website is often visited by potential clients who want to book lessons with a Licensed ST Instructor. In order to pair potential clients with the best ST Instructor, we offer a place on our site to share your contact information, niche (f.e. ST with kids, gaited horses, anxious riders), your photo, and more. This listing is also complimentary for our Licensed Basic ST Instructors. As a licensed Basic ST Instructor you also have the opportunity to boost your authority, promote your events and offer your services in the ST Community.



Three options after you are certified

Once you are certified, you're free to choose on of the following three options in 2024:

1

Certified

- Certification for a lifetime
- Teach under your own label
- Offer your own teachings
- Use ST in your lessons
- Refer to your BSTI diploma



Licensed

- Annual license
- License logo on your site
- Your contact info on our site
- Join ST Instructor webinars
- Annual update exam

3

Certified

- Certification for a lifetime
- Teach under your own label
- Offer your own teachings
- Use ST in your lessons
- Refer to your BSTI diploma



Licensed

- Annual FREE license
- License logo on your site
- Your contact info on our site
- Join ST Instructor webinars
- Annual update exam



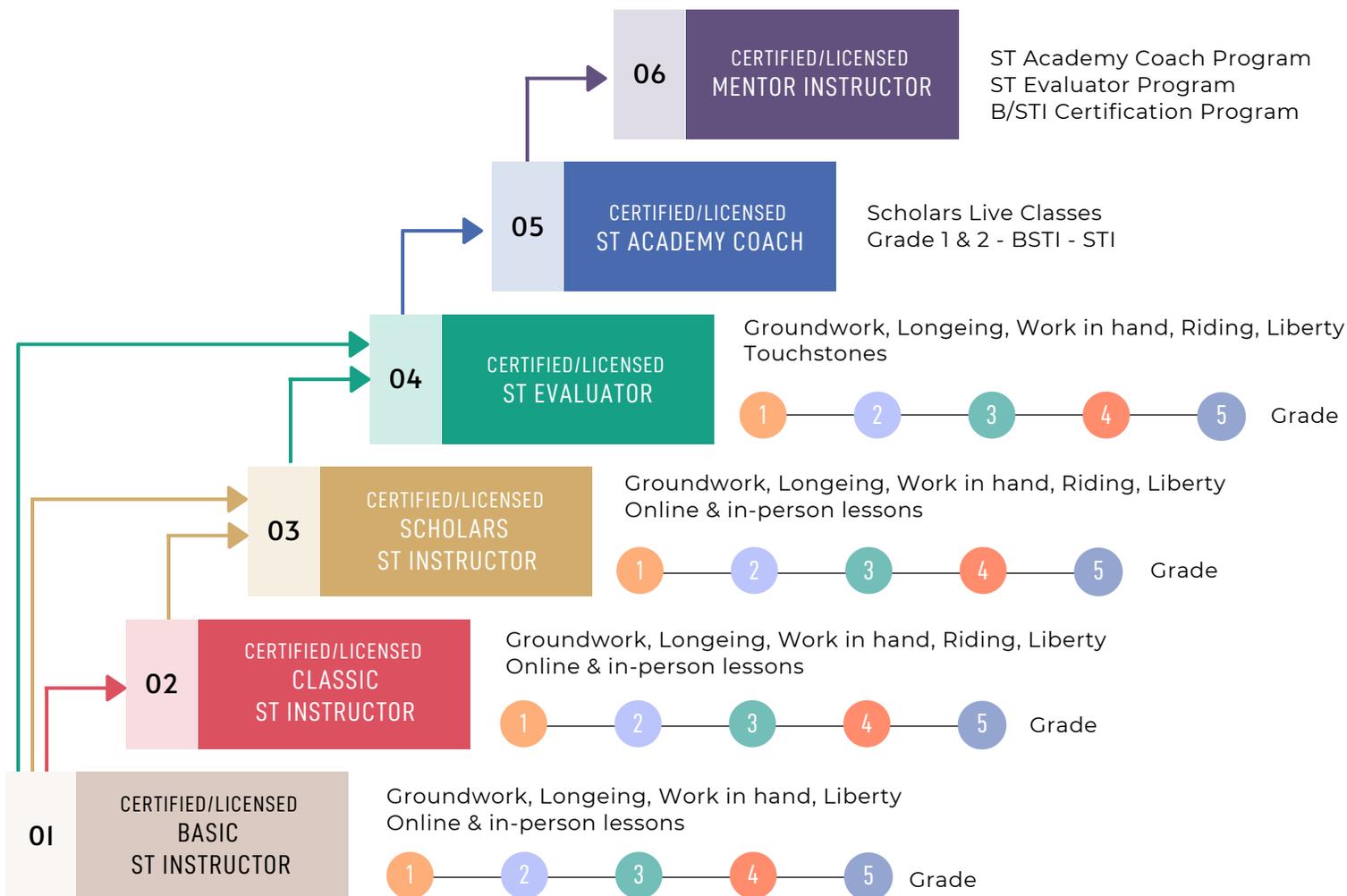
Scholars member

- Ongoing education
- Daily live classes & replays
- Get weekly coaching
- Learn from Academy coaches
- Uplevel your own teaching
- Grow valuable connections

14 | Career path

After you're a certified Basic ST Instructor, you get to make an "Ikigai" living, a living that is purposeful and fulfilling. The contribution and the value that you are offering equestrians and their horses is a reward in and of itself and on top of that, you get paid for it. If you desire to become an entrepreneur and start your own teaching practice, we will teach you how to get started. Also, within the ST Academy we offer a career path where you can make a difference in the lives of other people while discovering your own potential.

- ✓ Licensed Basic ST Instructors can opt for personal development in the riding pillar and become a certified and licensed ST Instructor, Grade 1, 2, 3, 4, or 5.
- ✓ Licensed Basic ST Instructors who are part of Scholars can be invited to join the ST Evaluator Program to learn the skills of evaluating Grade 1 Touchstones.



15 | How to enroll

If you want freedom and purpose in your life and if you're ready to put in the work, then we invite you to join our incredible group of Basic ST Instructors that are ready to change the equestrian world for the better.

We'd love to have you in the Basic ST Instructor Certification Program. The door is open. Now you get to decide if you are going to step through it and change your life forever!

We want to invite you to schedule a feedback call with Marijke to get feedback on your game plan, learn more about becoming a Basic ST Instructor and our program, and to see if it's a good fit and what option suits you best.

The feedback call is easy, informative, and absolutely free.

[BOOK A CALL »](#)

16 | FAQs

? 1. Why would I become a Basic ST Instructor?

There's never been a better time to become a Basic ST Instructor. As a Basic ST Instructor you will end unnecessary suffering caused by natural asymmetry and contribute to the well-being of horses through Straightness Training. Besides this, you have the freedom and flexibility to create your own schedule, work from home and anywhere around the world, choose which clients you want to work with, and create the income that you want. This is not a regulated industry, so there's no limit to how you can help your clients. Plus, your own transformation is part of your work.

? 2. What if I've never taught or coached a rider before?

We love beginners, so you're in the right place. Our curriculum is designed to help everyone become a successful Basic ST Instructor, no matter your previous experience. Plus, you'll have the opportunity to coach your peers in class with your Mentor Instructor and receive feedback to help you grow and sharpen your teaching skills. We don't just teach you information — we help you apply and practice as you go.

? 3. What if I have not passed my Grade 1 Touchstones yet?

Don't worry, we've got your back. Already before we start the Basic ST Instructor Certification Program you'll be a member of the Scholars Program to help you prepare for the groundwork, longeing, work in hand and liberty Grade 1 Touchstones. Also, during the Certification Program you'll be able to join the Scholars classes to help you get ready for your Grade 1 Touchstones. Your personal transformation is your professional resume, so a full year's access to Scholars is a huge benefit of becoming a Certified Basic ST Instructor. No other program offers anything even close to this, and it's just a bonus to the incredible program we've put together for you.

? 4. When does my free Scholars Membership start and end?

The moment you enroll in the Basic ST Instructor Certification Program, you'll get immediate access to the Scholars membership. The sooner you sign up for the Basic ST Instructor Certification Program, the more free coaching you will be able to benefit from.

- Enroll in September, and get free access from October 2022 until December 2024.

If you are already a Scholars member, your free membership starts at the end of your current billing cycle and will run for 15 months once you enrolled in September 2023.

? 5. What if I've never been on Zoom and Youtube before?

We use simple technology to connect with you in Scholars and during the Certification Program, for example, Zoom and Youtube. Check out Google for a variety of simple, short tutorials. For additional support, send an email to support@straightnesstraining.com, and we will be happy to help.

? 6. What if I'm not like Marijke or the Academy Coaches?

We encourage you to be yourself, because it is who you are and your own personal path to mastery and transformation that will help your students and their horses — not imitation. Our Basic ST Instructor Certification Program will help you identify your own strengths and amplify them. You can be successful. Just believe in yourself, go for authenticity, and you'll get there!



Additional questions?

Make sure to book a private one one-on-one call with Marijke de Jong

[BOOK A CALL »](#)

Straightness Training
Marijke de Jong



STRAIGHTNESSTRAININGACADEMY.COM