

The screenshot shows the Tarlan website interface. At the top, there is a navigation bar with categories like 'ТАВЛАН', 'АП', 'ТҮБЕТ', etc. The main article is titled 'Зачем создавать конный клуб без верховой езды?' and includes a photo of Marina Bukanova with a horse. Below the photo is a text block starting with 'Когда двадцать лет назад Марина Bukanova создавала свой первый проект...'. To the right of the article is a sidebar with a list of news items, each with a small image and a title, and a search bar at the top.

Why create an equestrian club without riding?

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When Marina Bukanova created her first project twenty years ago, she was told: "You're building Mommy's company, and none of the so-called 'business with a good heart' in our environment will work. But Marina lives outside the rules. In addition to her main activity, she is developing a direction in Kazakhstan that will not bring her much income but helps her to contribute to a healthier society. Marina Bukanova is the head of a technology company and the founder of a non-standard equestrian club, where people learn to communicate with horses that cooperate with people voluntarily.

A horse is a creature capable of teaching us natural leadership, in which the safety and comfort of the weakest members of society determine the well-being of the entire herd. Like-minded people help bold and caring Marina: coaches coming to the club to work from all over the CIS, colleagues from Europe, EAHAE International community, which the club joined in 2015, and two daughters, Asya and Maya.

- Marina, in March you host the annual conference of the European Horse Training Association (EAHAE International). How it turned out that the members of EAHAE International, and how many of them we know from open sources, about 300 people from 68 countries, at the last conference voted for the choice of the Kazakhstan club and its infrastructure?

We were chosen by Gerhard Krebs, the founder of EAHAE International, to hold the XV Conference of the European Horse Training Association, and were supported by the experience and assistance in organising our colleagues from Russia.

In 2016, I became an exclusive licensed partner of G&K HorseDream GMBH - this was the beginning of more targeted cooperation with the association. The club regularly conducts corporate business training with horses in Kazakhstan and beyond for about two years. Colleagues from all over the world see our achievements, we discuss everything at meetings abroad, regularly share the experience.

The purpose of the annual conference, which is also more than twenty years old thanks to EAHAE President Gerhard Jes Krebs, is to share discoveries in the field of effective modern trends in business education, as well as to help novice colleagues from different countries to develop and promote business education, coaching and therapy with horses all over the world.

In Central Asia, we are the only club that has such an attractive opportunity for riders practising natural and gentle methods of work with horses, a unique German method of training with horses HorseDream.

Naturally, we needed a lot of investment, enthusiasm and work - not to make mistakes and do everything right: we had to buy equipment abroad, build stables according to all the rules, organize a walk on the principle of "Paradise in the Left" (Paddock Paradise). The club has a full-fledged 7* Horse Resort with veterinary services, its own operating room. The arena is built according to all the rules and can host international events of any level.

- Marina, what kind of investments does it require?

All over the world, investments in such facilities never pay off - it's a matter for enthusiasts who really want to do something important for the society, not because they plan to earn and return the invested money.

Our colleagues from Europe see it, and they pay for participation in the conference, workshops before and after the main event. Colleagues from Europe, for example, would like to work in the Central Asian region, develop the Chinese and Indian markets, Korea, and expand the scope of EAHAE International's presence all over the world.

Our club is the only one that works not only with adults but also with children, that's why the experience, which the participants will get in Kazakhstan, will expand their knowledge in the field of motivation and future development in studying the natural leadership, the concept of HorseDream, applicable in any culture.

- And how did you come to the idea that in today's fashionable "turquoise paradigm" it is necessary to work with horses, not only in the sphere of information technologies but also in the development of employees through the HR company? In the club, you are engaged not only in the development of top-managers' practices, but also work on the intellectual development of your 55 horses.

An "equestrian" or "not equestrian" person is born. When I was a kid, my parents and I used to go to a zoo where children were riding ponies, and I had a dream. I felt sorry for one horse, a pony, and I wanted to take her home and save her. One day I dreamt about her. Many years

later, Camilla showed up at our Chamberlain Country Club. We bought a gray Shetland non-standard little horse at the zoo, where no one else would want it because of the size of the breed.

And I and my daughters learned a lot from our first very friendly horse, Chamberlain. In honour of this veteran and champion, who participated in the competition for Kazakhstan, our club was named.

When we thought about building a stable, of course, we studied how to keep horses, how to treat them, what is good for them, what is bad for them. For me, the world turned upside down then. I am glad that I found timely support in the person of like-minded people from Russia, Ukraine and Uzbekistan, and in 2015 we began to gradually develop European methods of training horses in our Chamberlain Education centre on the basis of HorseDream Kazakhstan.

After each "Paradise in the Left" tour and training, I see how a person changes or, better said, removes masks next to horses. Through the role models adopted in the herd behaviour of horses, our relations with people become more correct, healthier both in life and in business.

I am delighted that this year all those who are close to future leadership ideas have a unique opportunity to learn about the world's experience of horse education, facilitation and therapy. The conference will be useful not only for equestrians but also for business coaches, coaches and psychologists from our region and other countries.

From March 22 to 24, for the first time in fifteen years, the Annual Conference of the European Horse Training Association (EAHAE International) will be held in the homeland of Batailian domestication of horses. In the distant past, it was a real coup d'état perpetrated by people thanks to "horsepower". Thanks to the domestication of the horse, by the way, we have such a familiar "cell of society" - nuclear family. But it is time to make new discoveries thanks to the horsepower of the mind. We are waiting for a lot of interesting things on this way.

More than 20 years of European and world experience proves the effectiveness of training with horses in leadership development, team building, cross-cultural management, implementation of changes, stress management and professional burnout, development of emotional intelligence, individual and group coaching.

- What can top managers learn from horses?

The things that do not pass on MBA programs. Horses who cooperate with a human being on a voluntary basis teach the leaders of a new generation of care and responsibility, natural leadership, empathy, tolerance and compassion. We apply the methodology both in the work of the club and in pedagogy, therapy, building communications in the world of high technology. Horses are big and strong animals that take anyone out of the comfort zone, showing the way to the development zone. Horse's respect and trust cannot be "bought" for treats.

In the equestrian world, you can adopt the philosophy of honesty to yourself. The peculiarity of training with the horse is that a person immediately receives feedback. Why is this happening? We need to be in the moment, "here and now" to understand the horse and control safety. Horses don't care what we want to pretend to be - what kind of position we hold, what

kind of money we look like, how much money we have in our pockets and how we want to imagine ourselves. Horses see through and can "mirror" kindness and trust. They see and feel when a person is open, focused and attentive to them. They are highly sensitive beings, and they owe it to their nature: the animal victims always scan any living thing that is near them for safety and trust.

Therefore, during the training sessions, participants receive instant feedback on their leadership style. Horses teach people to be themselves.

- What is the expected composition of the participants?

Colleagues from more than 20 countries will gather in Chamberlain Country Club in Almaty. In February, more than 40 licensed EAHAE members bought tickets to the conference. By experience, about 20-30 more participants will have gathered by March.

In the framework of the XV Annual EAHAE Conference, there will be held bark camps, practical seminars and presentations of speakers from Europe, USA, Canada, UAE, Russia, Australia, Kazakhstan, etc.

An extensive training program is planned for the days not only during but also before and after the conference:

Seminars by leading business trainers in the field of corporate training with horses; Certified Train The Trainer Seminar program from German company G&K HorseDream GMBH; G&K HorseDream GMBH license program for advanced training of certified trainers (Licensed Partner Program).

- Have you specially selected Nauryz period for the invitation to this conference?

Not exactly, because EAHAE members traditionally gathered in Europe, America or Canada during this period for more than fifteen years, but in 2019 the participants and their accompanying family members, during the days of Nauryz, will definitely enjoy a special program of entertainment, excursions and fine local cuisine.

We are eager to show our guests the horse culture, sightseeing and Kazakhstan's famous hospitality. Chamberlain EcoCamp has prepared a lot of interesting things for children members of EAHAE.

The team of Chamberlain Education Training Center with great responsibility and excitement is waiting for the guests - EAHAE colleagues and new members of the Association!

- What is the secret of your achievements? After all, even by European standards, you have done the impossible since 2011.

Without a team, it is impossible to "raise" all this, and the common technologies of the search for employees and training of trainers do not work here. In the equestrian world, there is a willingness to take and take responsibility for the decisions made.

We look into each other's eyes - this is the main feature of choosing the right team because we choose horses for the club. You have to love what you do, invest a little more than you get in return. "Leadership with a good heart", "Absolute trust" is a concern for employees and

unconditional confidence in the team with which you do business - the principle of "Lead and be led". We even have exercises with these names.

When working with horses and people, it is important not to be afraid to be irrational. An unwavering long-term strategy sometimes kills the main thing - the idea, the dream. If a dream is strong, you need to implement it without thinking about whether or not a profitable business will come out of it. Life is beyond the established rules, but with a clear performance of the role assumed. If you believe your instincts, guided by the vision, to move towards the dream, you will definitely find like-minded people, and everything will work out.

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