

**“Leadership by Horse Sense” –  
the Way to Charismatic Leadership  
Developed by Dr. Fritz Hendrich, Partner of GC&M,  
and Reinhard Mantler, Horse Whisperer**



For thousands of years a leader could rely upon a partner who would give him an immediate, unbiased feedback about his perception, his confidence and his esteem towards him:

**his HORSE.**

**Perception, confidence and esteem** are the three basic qualities which distinguish charismatic leaders. They are precious goods, which are only available in a reciprocal deal: to get them one has to be ready and able to offer them by oneself and the very prerequisite for that deal is, therefore, one's own emotional intelligence.

**The Horse – not Instrument but Sparring Partner**

Provision of social competence in the intercourse with one's professional and private environment is the basic goal of our “learning program”. The expected result is “quality of leadership”, which becomes the hall-mark of perception, confidence and esteem.

In such a context horses are not instruments to be lead by the string, but sparring partners for a spontaneous and direct feedback hardly ever to be experienced in professional and private relationships.

**A Teamwork of Two Outstanding Partners**

**Dr. Fritz Hendrich**, long standing partner of the Geneva Consulting & Management Group, has worked for over twenty years as Consultant and Coach in the field of strategic redeployment of major companies and the development of leadership qualities of their Top Management. He is teaching Management Sciences at the Universities of Graz, Linz, Krems and St Gallen.



**Reinhard Mantler** has been brought up on horse backs and is today head of the Austrian Horse Centre in Wolfers / Steyr. He shaped his “School of Natural Horsemanship” according to his personal experiences with the world famous horse trainers Pat Parelli and Monty Roberts and passes on his knowledge in courses to the attention of horse owners. In close partnership with consultants and trainers he empowers managers to develop their leadership skills by intensively working with horses.

If one is taking account of the evidence that Leadership is a quality that can be acquired, the Horse Sense Method is the best way to achieve it – of course in tight conjunction with practical personal experience. To that end ability as a horse rider or other experiences in dealing with animals are helpful but not necessary.



### **Geneva Consulting & Management's Offering: A Practical Training of Leadership by Horse Sense**

In an two days' training seminary our GECOMAG partners will - with the active involvement of our customers' Management teams - deal hands on with the following topics:

#### ***Perception:***

How to perceive oneself and how to be perceived by others  
 How to quickly look through persons and situations  
 Impact of one's personality on others and ways to influence it  
 Perception patterns / traps and how to handle them  
 Ways to sharpen Awareness and to increase Perception

#### ***Confidence:***

How to build up Confidence without being exploited?  
 The small ridge between Partnership and Competition  
 Distrust and the costs of Control  
 Why trust asks for Courage as well as for Humility  
 How Trust can be got and be gone

#### ***Esteem:***

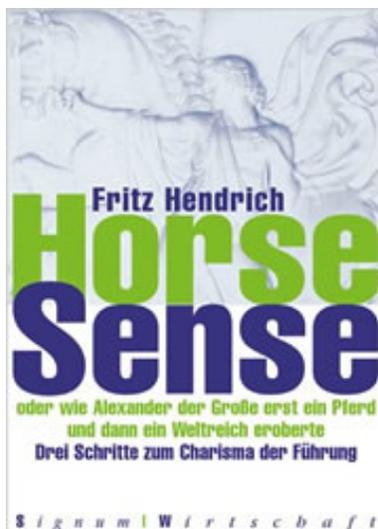
Esteem as a balance between Power and Consideration  
 How to give and take Esteem  
 How to react on pressure in a productive way  
 Power and achievement  
 Sound monitoring of private and professional conflicts

### **The Book about the Topic**

For those who may want to know more about Leadership by Horse Sense Fritz Hendrich has also published a book on the topic, making a "case study" on Alexander the Great and his horse Bucephalus, in which evidence is given about the three aforementioned steps to enhance Leadership Quality. The notions of Perception, Confidence and Esteem are treated by means of a comparison between the social behaviour of horses and that of mankind, all statements being supported by manifold examples from business practice which are vividly described.

#### **„Horse Sense – or How Alexander the Great first Conquered a Horse and then an Empire“**

The three Steps Towards Charismatic Leadership  
 By Friz Hendrich, 216 pages, Signum Editor  
 Original in German, also translated in Arabic and English



## THE STORY OF ALEXANDER AND BUCEPHALUS (Excerpted from Plutarch's *Lives*)

*"Bucephalus was Alexander's horse throughout most of his career. Some horse traders had brought this magnificent animal to King Philip and offered him for sale, but no man could ride him. The traders were taking Bucephalus away when Alexander remarked that it was a shame to lose such a fine horse just because no one knew the right way to manage him. Philip at first ignored the boy, but Alexander persisted. Finally Philip said: "Do you presume to criticise those who are older than you, as if you knew more, and could do better?" Alexander boldly declared that he would ride the horse, and everyone laughed. He bet the price of the horse, and got the chance to try.*

*Alexander had noticed that Bucephalus was afraid of his own shadow, so he turned the horse to face the sun and settled him down, then walked him in that direction for a while, stroking him whenever he became eager and fiery. Suddenly, Alexander jumped on his back and drew in the bridle gently, but firmly, until all rebelliousness was gone. Then he let Bucephalus go at full speed, urging him on with a commanding voice.*

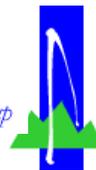
*Alexander's father and the others looked on nervously until they saw Alexander turn at the end of his run and come back in triumph. "Oh my son," said King Philip with tears in his eyes, "find yourself a kingdom equal to and worthy of yourself, for Macedonia is too little for you."*

*After this, Philip sent for Aristotle to be Alexander's tutor. Ordinary teachers would not have been wise enough for Alexander, who could easily be led by reason but refused to submit to compulsion. All kinds of learning and reading interested him, but Homer's *Iliad* was by far his favourite book. He always took a copy, annotated by Aristotle, along on his campaigns. Aristotle had a profound influence on Alexander, who said that he loved Aristotle as much as Philip -- his father had given him life, and his teacher had taught him to use it."*



**Leadership Enhancement by Horse Sense -**  
An exclusive service of the

*Geneva Consulting  
& Management Group*



Do not hesitate to call upon us!

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