

**INSIGHT**  
EQUINE

# About Insight Equine

[WWW.THEINSIGHTSTUDIO.CO.ZA](http://WWW.THEINSIGHTSTUDIO.CO.ZA)

# HELLO!

## MEET YOUR COACH

Lara Ellwood is a competitive show jumper and mental wellness professional who helps riders navigate nerves, challenge self doubt, and build confidence both in and out of the arena.

Combining years of experience in mental health, wellness, corporate facilitation, and equestrian sport, she offers practical, down to earth cognitive coaching designed to help riders develop resilience, focus, emotional regulation, and stronger performance under pressure.



## A LITTLE BIT ABOUT COGNITIVE COACHING

Mindset Coaching addresses the thought patterns, emotional awareness, and internal dialogue that directly influence performance. In a sport where every stride counts, mastering the mind is not optional—it is essential.

We're here to help you rewrite unhelpful narratives, build resilience, and stay focused when it matters most.

We also bring equines into the therapeutic and coaching space to support emotional regulation, self-awareness, and resilience. Our sessions are grounded, impactful, and gently challenging; because we believe growth happens when you're supported through the real stuff.

Expect honest conversations, practical tools, and a whole lot of cheering you on.

## ABOUT INDIVIDUAL SESSIONS

One-on-one Insight Equine sessions are a space for riders to pause, reflect, and grow — both in and out of the saddle. These sessions are 45 minutes each.

In these sessions, we unpack your individual goals and break them down into practical, manageable steps designed to create lasting progress. Together, we explore what might be holding you back — whether it's mindset, confidence, focus, or old habits — and work through each setback with awareness and intention.

Each session equips you with a personalised toolkit of mental, emotional, and practical strategies to help you perform at your best. From building focus and confidence to developing resilience under pressure, Insight Equine sessions help riders strengthen not only their technical skills but also their mental edge — empowering you to ride with clarity, confidence, and connection.

At the end of each session, you'll leave with a clear sense of what to focus on before we meet again. Each session often covers quite a bit of insight and practical content, so it's important that your takeaways feel sustainable and easy to integrate into your daily life; not overwhelming. The goal is steady, meaningful progress that fits naturally into your routine. If you ever feel motivated to go deeper or want to do additional work between sessions, I'm happy to share extra resources and exercises to help you consolidate your learnings and keep the momentum going.

## PRICING

Individual sessions are R680 each, but for riders wanting to commit to consistent growth, the monthly package of four sessions is R2 200, (a great saving and a helpful way to stay accountable to your goals).

We generally use one package per month, but the journey is entirely individual. There's no fixed formula or one-size-fits-all approach. Some riders benefit from weekly sessions, while others prefer more space in between to apply what they've learned. It's about what works best for you, your schedule, and your riding journey. The aim is to create momentum and sustainable progress at a pace that feels supportive and realistic for you.

## ONLINE COURSES

This option provides a structured four-week development programme delivered primarily online. Riders and coaches attend weekly sessions where we explore key mental skills such as focus in the arena, confidence, decision-making, managing pressure, and developing constructive thinking patterns. The four weeks focus on teaching and practical application, with exercises riders can use in their lessons and training. This is a combination of self-led learning and online group sessions. Coaches are invited to join at no additional cost.

- Online course (4 sessions): R1200 per rider (discounts available for bigger groups)
- Optional in-person clinic or follow up sessions: Pricing based on requirements

## GROUP WORKSHOPS

Insight Equine offers interactive, in-person workshops hosted at the yard, designed to help riders develop the mental skills that support performance both in and out of the arena. Each workshop focuses on a specific cognitive tool or topic, such as managing nerves, improving focus, emotional regulation, confidence building, attention control, goal setting, or recovering from mistakes. These practical sessions combine education, discussion, and applied exercises to ensure riders leave with strategies they can immediately implement in their riding and everyday lives. Workshops can be offered as a monthly development opportunity or scheduled on an ad hoc basis, depending on the needs of the riders, upcoming competitions, or specific areas of focus identified by coaches and management.

- R350 per rider (preferably a group of 4 or more).

## LESSON OBSERVATION & RIDER, COACH DEBRIEF

In this format, lessons are observed without interruption in order to identify rider mindset patterns during training. Following the lesson, riders have an individual debrief, with the coach and identifying key feedback and trends across the lesson. From this process we identify areas where targeted mindset work can help riders progress more effectively. This approach provides valuable insight into how riders think during lessons and where support can improve performance.

- Observation and individual debrief: R500 per rider

## CREATING SOMETHING FOR YOU OR YOUR YARD


If none of the above options fully suit you or yard, I am always happy to discuss what would work best for you and your riders. Every rider is on their own journey and every yard has different dynamics, and often the areas where riders need support only become clear once we have had a conversation about the specific challenges they are experiencing.

Together we can identify where mindset support would be most valuable and develop a programme that fits. I am also mindful that equestrian sport can be expensive, and it is important to me that these sessions remain accessible and practical, so we can find an option that supports riders' development while still working within a reasonable cost structure

## BOOKING

You can reach out directly via WhatsApp or email to schedule your sessions, and I'll guide you through the process. I like to keep things personal and accessible; this is a supportive, collaborative relationship, and I value open, transparent communication. You're always welcome to message me if something comes up or if you need clarity between sessions. While I may not respond immediately unless we have a scheduled follow-up, I'll always get back to you as soon as possible. My goal is to ensure you feel supported, seen, and guided every step of the way

## CONTACT US

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