



## VISIT US!

Fox Crossing Farm is located in rural Bedford County, PA. Surrounded on all sides by the Allegheny Mountains, the farm is home to the FCF herd of nine "equine seminar facilitators."

We are fewer than 20 minutes from the PA Turnpike Interchange at Bedford and 10 minutes from I-99. Participants are responsible for their own lodging and meals. FCF is 30 minutes from the historic Omni Bedford Springs Resort.

## CONVENTIONAL TEAMBUILDING

"Not everybody looks forward to having attention drawn to themselves in roleplay or other team-building activities. They may not be fit, confident or sociable enough. Some people actively fear the embarrassment and humiliation of these events. And it's a mistake to claim glibly that it will be alright on the night. For some employees, team-building activities actually drive a wedge between them and their colleagues and employer, rather than bringing them together and fostering engagement and team loyalty."

- Andrew Cave, Forbes Online, March 2016

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## INTROSPECTION BY EQUUS

*Introspection by Equus* does not require participants to possess prerequisite skills or abilities. Instructors do not "teach" new concepts. All of the insights and learning experiences come directly from the interactions between the participants and their equine counterparts. All of the pairings between horses and participants are closely calculated for success through an introductory interview held just before the seminar exercises begin.



**Fox Crossing Farm**

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# *Introspection by Equus*

*See yourself reflected in a horse.*

**Professional Development  
Leadership  
Communications Skills  
Conflict Resolution  
Management Styles**

## Our Services

We offer a number of services catering to universities, businesses, schools, civic organizations, churches, and individuals.

### LEADERSHIP SEMINARS

Our one-, two-, or three-day seminars allow participants to identify their strengths and weaknesses as they work alongside horses and peers.

Seminars feature:

- A beautiful, peaceful location
- Leadership and team-building activities
- Conflict management exercises
- Communications skills activities
- Multimedia documentation of the experience (optional)

Seminars are tailored to suit the needs of each individual or group. For group events, FCF retreats are fitting for 5-20 people. Contact us to make arrangements for smaller or larger groups.

### THE FCF MODEL

Effective leadership with FCF's  
"Leading from Behind" system

Decision-making skills  
Communication clarity  
Trust building

Cultural competency

Body language/intention  
Wide-angle thinking

Patience  
Empathy

## Meet the Staff

### Zeta Furry, Trainer/Owner



Zeta has developed equine-assisted therapy programs for more than 20 years. With extensive training in communications, conflict management, and character development, Zeta adds more than 40 years of horsemanship to the seminar experience. Zeta possesses a B.S. Ed in secondary English and communications from Penn State University and 20 years of supervisory teaching experience in alternative and traditional education settings under PA Dept. of Ed. and Dept. of Public Welfare regulations. Additionally, she developed an integrated academic, vocational, and equine-assisted therapy program for secondary education students that has been lauded by University of Maryland Curriculum and Instruction Department and Pittsburgh and Philadelphia juvenile court systems. Zeta is now a communications teacher and developer for a national educational services provider. The owner of FCF, she is also a certified horse trainer and riding instructor.

### Dr. Britta McCreary, Auditor



With a Ph.D. in communications media and instructional technology from Indiana University of Pennsylvania, Britta currently serves as proposal coordinator and research analyst for a national educational services provider. She is also an adjunct instructor for Southern New Hampshire University, where she teaches courses in media ethics and law, professional writing and editing, English grammar, and introductory composition. She is a writer, editor, and researcher with 14 years of professional experience in journalism, marketing, and communications and four years of experience in college-level instruction.

## Our Mission Statement

Fox Crossing Farm strives to build safe and effective relationships between people and horses in ways that strengthen the leadership and character in both.



### WHY ARE WE EFFECTIVE?

Horses possess a level of discernment that escapes human perception. In the wild, horses intuitively must seek out ideal candidates to lead the herd, as the group's survival depends on the integrity and strength of its leader. The same principle applies to a horse's ability to recognize leadership qualities in humans. In leadership training, horses provide participants with insight into their own strengths and weaknesses.

"When the trust account is high, communication is easy, instant, and effective."

- Stephen R. Covey, *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*