

---



# SENSORY MAPPING

---

TM

## MASTERCLASS

- TRAIL GUIDE

An Immersive Two-Day Exploration  
of the Horse's Sensory Experience

WHO IS THE HORSE—AND  
WHAT IS THE HORSE EXPERIENCING?



Presented by

Kerry M. Thomas

Founder, Sensory Soundness—& Herd Dynamic Profiling™

---

BE THE BRIDGE, NOT THE BLOCK™



# SENSORY MAPPING MASTERCLASS™

## An Immersive Two-Day Exploration of the Horse's Sensory Experience

**Presented by Kerry M. Thomas**

Founder, Sensory Soundness™ & Herd Dynamic Profiling™

**With Demonstration Rider & In-Saddle Coach**

*Selected according to event location*

### **Bridging the Gap Between the Natural Herd Dynamic and the Domesticated World**

## WHO IS THE HORSE?

Every horse lives in two worlds.

The first is the world nature prepared the horse to live within.

The second is the world we have created.

Understanding the distance between those two worlds, and learning how we can more thoughtfully bridge it, is at the heart of the **Sensory Mapping Masterclass™**.

This immersive two-day educational experience moves beyond traditional horsemanship instruction by beginning not with what we want the horse to do, but with **who the horse is, how the horse experiences the world, and what that experience means to the horse**.

Through classroom conversation, interactive human exercises, collaborative environmental design, live horse demonstrations, and individual horse-and-rider coaching, participants begin exploring the **Herd-Wired Mind™** and the natural systems that influence how horses experience, interpret, shape, and respond to the world around them.

Together we explore **Sensory Soundness™, sensory processing, Sensory Mapping™, Herd Dynamic structure, Shared Awareness™, emotional organization, and the relationship between mind and body**; not simply as concepts to understand, but as practical tools for becoming better partners, riders, coaches, stewards, and better horsemen and horsewoman.

The Masterclass does not teach a prescribed riding system or training method.

Instead, it helps participants discover something much more fundamental:

**The owner's manual and relationship guide to the horse.**

How does this horse process information?

What does this horse notice?

How does this horse organize awareness?

What are its strengths and vulnerabilities?

What helps create confidence, purpose, and mind-to-body fluency?

And how can the human become part of the horse's understanding rather than another Environmental Demand the horse must manage?

This is where **Be the Bridge, Not the Block™** moves from philosophy into practice.

Whether you are an accomplished rider or coach looking to deepen your understanding of the horse beneath you, or a novice horse lover wanting to better understand the animal beside you, the Masterclass begins in the same place:

**With the horse.**

Because the goal is not to make horses better at navigating our world.

**The goal is to become better at helping horses understand the world we ask them to navigate.**

## THE MASTERCLASS JOURNEY

The two days follow a deliberate educational progression:

**First we learn to see.**

**Then we learn to experience.**

**Then we learn to design.**

**Then we watch the horse tell us what we've created.**

**And finally, we learn how to respond.**

This progression transforms the arena from a place where horses are simply asked to perform into a living classroom where horse, human, and environment become part of the same conversation.

## DAY ONE – UNDERSTANDING THE EXPERIENCE

### Morning: Who Is The Horse?

#### Educational Seminar & Masterclass Conversation

Before we can change what we do with horses in meaningful ways, we must first understand the horse we are doing it with.

Day One begins with an engaging educational seminar led by Kerry M. Thomas, exploring the horse as nature created it and introducing participants to the **Herd-Wired Mind™**.

The session combines presentation, teaching, storytelling, questions, and open conversation, creating a relaxed learning environment where experienced professionals, riders, coaches, caregivers, and those newer to horses can explore the material together.

Drawing from the foundational principles of **Who Is The Horse?**, Kerry introduces the relationship between Natural Herd Dynamics™, Sensory Soundness™, psychosensory processing, environmental awareness, associative learning, emotional conformation, and the horse's sensory experience.

Participants begin exploring how the horse's **psychosensory system** gathers environmental information, attaches meaning through association, organizes emotional and sensory resources, and ultimately influences behavioral and physical expression.

Rather than beginning with terminology, the morning follows several fundamental questions:

**Who is the horse?**

**How does the horse experience the world?**

**Why might two horses experience the same environment very differently?**

**How does the Herd-Wired™ horse naturally share awareness and responsibility with others?**

**What happens when domestication asks the horse to work independently of the herd structure nature prepared it to rely upon?**

**How does understanding the individual horse change the way we communicate, train, manage, coach, and ride?**

Through these questions, participants explore the differences between the **Human-Wired and Herd-Wired™ experience**, including how horses naturally use Shared Awareness™, mutual dependency, environmental awareness, and social structure to manage a world that no individual horse was designed to interpret entirely alone.

This becomes particularly important when we consider the domesticated horse.

Training, riding, competition, transportation, stabling, and many other aspects of domestication routinely ask the individual horse to function outside the natural herd construct. Understanding how the horse manages that transition helps us recognize why some horses remain emotionally harmonized and environmentally fluent while others may struggle when asked to carry responsibilities that nature originally distributed across the herd.

The objective of the morning is not simply to provide information.

**It is to change the perspective from which we begin.**

Because before we can create better experiences for horses, we must first learn to recognize the experience the horse is already having.

## **DAY ONE AFTERNOON – THE HUMAN EXPERIENCE**

### **Interactive Arena Laboratory**

After break, the classroom moves into the arena.

But the horses do not enter yet.

**We do.**

Working individually and in small teams, participants enter specially designed Sensory Mapping™ experiences themselves, using their own senses in unfamiliar ways while exploring environmental awareness, spatial relationships, interpretation, anticipated response, associative learning, Shared Awareness™, communication, focus, intention, timing, and the influence of others within the environment.

Through these exercises, participants begin discovering how sensory information influences what they notice, what they miss, what they anticipate, how they interpret an experience, and ultimately how they respond.

Participants are encouraged to observe one another, communicate, experiment, make adjustments, and discuss what changes their experience.

The purpose is not to pretend that humans experience the world as horses do.

We do not.

Instead, these exercises reveal something far more valuable:

**How much information exists within an experience that may never be obvious from the outside.**

And perhaps most importantly, participants begin to recognize something fundamental:

**We are part of the horse's environment.**

Our movement matters.

Our timing matters.

Our intention matters.

Our emotional presence matters.

Our spatial positioning matters.

And the environment we create around the horse is continually communicating information whether we intend it to or not.

### **Building the Map**

With guidance from Kerry and the demonstration rider/in-saddle coach, participants then work collaboratively to begin designing sensory environments that will become part of Day Two's practical laboratory.

Rather than simply placing obstacles around an arena, teams are encouraged to think about:

- environmental information;

- visual and spatial relationships;
- transitions;
- changes in direction;
- areas of uncertainty;
- purposeful movement;
- opportunities for investigation;
- places for recovery and reorganization;
- and how different horses might experience the very same design.

The goal is not to build a difficult course.

The goal is to build a **meaningful experience**.

By the end of Day One, participants have not simply learned about Sensory Mapping™.

**They have begun thinking like Sensory Mappers.**

And together, they have helped create the learning environment the horses will enter on Day Two.

## DAY TWO — APPLYING THE UNDERSTANDING

### Morning: Sensory Mapping™ - Designing Purposeful Experiences

#### Classroom Masterclass Session

Day Two begins back in the classroom, continuing the educational pathway established on Day One.

Where Day One introduced participants to the **Herd-Wired Mind™**, **Sensory Soundness™**, **psychosensory processing**, **Shared Awareness™**, **environmental interpretation**, and **associative learning**, Day Two takes those foundations deeper and begins translating understanding into practical design.

This is where we begin learning how to create **psychological obstacle courses**—purpose-built sensory environments designed not simply to challenge the horse, but to develop the horse.

Through Sensory Mapping™, participants explore how strategically designed environments can be used to increase **sensory efficiency**, develop **Stress Tolerance**, strengthen **Environmental Fluency™**, support emotional organization and recovery, and help the horse better access and express its natural physical abilities.

Because physical talent does not exist independently of the mind responsible for shaping its expression.

The morning takes participants deeper into the horse's sensory and psychological experience through concepts including **Temporal Compression**, **Interpretive Ratio**, **Cushion**, **Outsourcing**, **Sensory Aspect Zones**, and **Sensory Lead Changes**.

Together, these concepts help us explore questions such as:

How much time does this horse require to interpret changing environmental information?

How far ahead of its body is the horse's mind able to remain?

What happens when experience begins arriving faster than understanding can shape it?

Where is the horse directing its awareness?

When does the horse remain environmentally fluent, and when does it begin Outsourcing responsibility?

How does awareness shift as direction, speed, purpose, and Environmental Demands change?

And how can we design experiences that help the horse develop greater efficiency rather than simply greater tolerance?

Participants also explore how **Individual Herd Dynamics™ (IHD) and Group Herd Dynamics™ (GHD)** influence the way a horse **organizes, regulates, and deploys emotional energy**, and why Sensory Mapping™ should never become a one-course-fits-all exercise.

The psychological course we create must consider the individual horse standing before us.

This includes recognizing developmental differences between male and female horses and learning how Sensory Mapping™ strategies may be adjusted to support the unique IHD/GHD foundations, tendencies, strengths, and vulnerabilities expressed by the individual.

And then we introduce another essential part of the map:

### **The rider.**

The human is never separate from the Sensory Mapping™ environment.

Participants begin exploring the power of **riding with intention**; learning how line, rhythm, timing, spatial positioning, emotional presence, and purposeful direction can either support or interfere with the horse's ability to process the environment.

Rather than simply directing the horse through space, the rider learns to help the horse **clear space within the environment**.

The goal is harmony rather than interference.

As horse and rider become increasingly synchronized in awareness and purpose, riding becomes more than physical communication. It becomes a shared process of navigating and interpreting the environment together.

Sensory Mapping™ therefore is not about teaching horses to negotiate obstacles.

### **The obstacles are simply environmental information.**

What matters is **how the individual horse experiences, interprets, arranges, and responds to that information**.

Participants begin learning to ask better questions:

**What does this horse notice first?**

**Where does uncertainty appear?**

**What helps this horse investigate and assimilate?**

**Where does purposeful engagement strengthen or weaken?**

**How efficiently does the horse recover, reorganize, and reacquire purpose?**

**How is IHD or GHD influencing the experience?**

**How does the rider influence the horse's sensory efficiency?**

And perhaps most importantly:

**What is the horse teaching us about itself?**

The objective is not to manufacture confidence by repeatedly asking the horse to tolerate more.

It is to strategically create experiences that allow the horse to **understand more, harmonize more efficiently, recover more effectively, and express more of its natural capacity**.

**We are not designing obstacles for the horse to overcome.**

**We are designing experiences through which the horse can develop.**

## **THE HORSE ENTERS THE MAP**

### **Live Demonstration — Behavioral Interpretation Meets Riding Application**

Now the horse enters the learning environment participants helped create.

A skilled Featured Rider & In-Saddle Coach works through selected Sensory Mapping™ exercises while Kerry provides live

behavioral interpretation.

This creates a unique opportunity to explore the same moment through **three interconnected perspectives: the horse's experience, Kerry's behavioral interpretation, and the rider's experience from the saddle.**

Kerry interprets what is occurring within the larger horse-human-environment relationship:

**What is the horse attending to?**

**Where is sensory information being processed efficiently?**

**Where does interpretation begin to slow, and what happens to the horse's Cushion™?**

**Where does emotional expenditure increase and Mental Fatigue begin to develop?**

**Where might Emotional Energy Leaks™ begin affecting purpose and focus?**

**What does the horse's Interpretive Ratio™ tell us about the time it needs to process changing information?**

**Where might the rider inadvertently become another Environmental Demand?**

The Featured Rider & In-Saddle Coach provides another vital perspective from the saddle:

**What changed underneath the rider?**

**What did the rider feel before visible behavior appeared?**

**Why was a particular line, rhythm, timing, release, or physical response chosen?**

**When was it appropriate to support?**

**When was it more valuable to wait?**

Together, these perspectives allow participants to connect what happens **between the ears** with what is felt **from the saddle**.

The demonstration is not about showing participants how perfectly a horse can complete the course.

It is about learning to recognize what the horse's experience of the course can teach us.

**The course is not the lesson.**

**The horse's experience of the course is the lesson.**

## **HORSE & RIDER MASTERCLASS OPPORTUNITIES**

### **Bring Your Horse Into the Experience**

For those who want to take the learning experience even further, a limited number of **Horse & Rider Masterclass opportunities** are available as part of Day Two.

Up to **four pre-selected horse-and-rider partnerships** may be invited to enter the Sensory Mapping™ environment with their own horse for real-time evaluation and individualized coaching.

This is not about demonstrating the most accomplished horse or rider.

It is about bringing **real horses, real partnerships, and real experiences** into the learning environment.

And one of the most important principles of the Masterclass quickly becomes visible:

**The same environment is never exactly the same experience for every horse.**

Each partnership provides an opportunity to explore the individual horse:

**Who is this horse?**

**How is this horse processing the environment?**

**What are its sensory, emotional, and Herd Dynamic strengths and vulnerabilities?**

**Where does the horse remain fluent, and where does interpretation become more demanding?**

**What does the rider feel, and what might the horse be communicating before those changes become physically obvious?**

**How can changes in intention, timing, line, rhythm, positioning, or environmental design better support this particular horse?**

Kerry provides real-time behavioral and psychosensory evaluation, helping the rider and audience understand what may be occurring **between the ears**, while the Featured Rider & In-Saddle Coach helps translate those observations into practical riding application.

Horse and rider are coached as a partnership, with the goal of helping each participant better understand **the horse they brought with them**, while allowing everyone in attendance to learn from the differences between individual horses and partnerships.

Because the same map may reveal something entirely different in every horse that enters it.

### **Interested in Participating With Your Horse?**

Horse & Rider Masterclass opportunities are limited and require **advance application and selection**.

Those interested in participating with their horse are invited to inquire when registering for the event for information regarding eligibility, horse-and-rider requirements, the submission process, availability, and event-specific details.

**Participation is limited to up to four selected horse-and-rider partnerships per Masterclass.**

## **BECOMING THE BRIDGE**

### **Bringing the Experience Home**

Sensory Mapping™ ultimately reaches far beyond an arena.

The arena simply gives us a place where processes that often go unseen can become easier to recognize, explore, and understand.

This is not an obstacle clinic.

It is not a prescribed training system.

The **Sensory Mapping Masterclass™** is an educational experience designed to help us better understand the individual horse, how that horse experiences the world, and how our own choices become part of that experience.

What we discover during these two days can influence training, coaching, competition, trail riding, facility design, management, husbandry, rehabilitation, and the countless ordinary interactions through which horses experience the domesticated world.

Because once we better understand the horse, the questions begin to change.

Instead of asking:

**How do I make this horse do this?**

We begin asking:

**Who is this horse?**

**What are its strengths and vulnerabilities?**

**Who must I become to help this horse realize the best version of itself?**

This is where understanding becomes responsibility.

Where application becomes partnership.

And where partnership becomes stewardship.

**The environment is the laboratory.**

**The course is the conversation.**

**The horse is the teacher.**

And what we learn from the horse becomes something we carry with us long after we leave the arena.

Because becoming the bridge is not something we practice only during a Masterclass.

It is a perspective we carry into every environment we create, every decision we make, and every interaction we share with the horse.

**Be the Bridge, Not the Block™.**

## **BRINGING THE SENSORY MAPPING MASTERCLASS™ TO YOUR COMMUNITY**

The **Sensory Mapping Masterclass™** can be presented at suitable equestrian facilities, educational centers, associations, and special events throughout the United States and internationally.

Each Masterclass is developed in collaboration with the host organization while preserving the educational framework and immersive two-day experience at the heart of the program.

Events include classroom education, interactive human sensory experiences, collaborative Sensory Mapping™ course design, live horse-and-rider demonstrations, and a limited number of pre-selected **Horse & Rider Masterclass opportunities** for real-time evaluation and individualized coaching.

Depending upon the location, audience, and goals of the host, the Masterclass may also become part of a larger **Who Is The Horse? educational experience**.

This can include a **Herd Wired keynote, book talk and signing, or Meet the Author evening** prior to the Masterclass, creating an opportunity to introduce Kerry's work and philosophy to a wider audience while building interest and conversation around the two-day experience to follow.

Additional presentations, educational opportunities, and event programming may also be considered according to the needs of the host organization.

## **Sponsorship & Event Support**

We also welcome conversations with companies, organizations, and sponsors interested in supporting the **Sensory Mapping Masterclass™** and becoming part of this unique educational experience.

Sponsorship opportunities can be explored in collaboration with the host and may be developed around the individual event, its audience, location, and educational goals.

Any sponsorship relationship should complement the integrity and educational purpose of the Masterclass while helping create a meaningful experience for horses, participants, hosts, and the wider equestrian community.

We welcome conversations with equestrian facilities, educational organizations, clubs, associations, event organizers, and prospective sponsors interested in becoming part of the experience.

## **Interested in Hosting or Supporting a Masterclass?**

To inquire about hosting a **Sensory Mapping Masterclass™**, discuss availability, event possibilities, sponsorship opportunities, or request **pricing and hosting information**, please contact **Kerry M. Thomas & Team** through [kerrymthomas.com](http://kerrymthomas.com).

Masterclass proposals and pricing are developed according to the individual event and may reflect location, travel and logistics, facility requirements, additional programming, sponsorship support, and the overall scope of the experience.

**"The course is not the lesson.**

**The horse's experience of the course is the lesson."**

**— Kerry M. Thomas**