



Concept

## Inner growth inspired by horses

G.R.O.W. 2 Ride Great is an equestrian philosophy created by the international show jumping rider Luciana Diniz.

Luciana was ranked fourth in the world in 2013, was in the top ten of 2014 and has experienced many special highlights during her career. She is able to sustain consistency at the top level of the sport due to her attention to the well being of horse, rider and family. Luciana is an adamant believer that it is essential for the horse and rider to be in balance mentally, physically and spiritually. This balance is vital not only to compete successfully in the sport, but also to lead a well-balanced life and to achieve your goals.

“Everything is possible when you believe it from deep in your heart.”

“A tournament victory, a successful riding lesson, bonding with a horse, a lovely hack...riding gives us so many great moments.”





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The quickest way to succeed in implementing a specific vision is to enlist the service of a talented, competitive and creative team: a team that will take initiative and also acknowledge others for their teamwork. Our journey with horses grows through its strength, vitality, complicity and friendship.

Luciana created “G.R.O.W. 2 Ride Great” to support you on this journey.

**We are interested in assisting those who show us that they truly want to G.R.O.W. We look forward to hearing from the many inspired and aspiring riders out there!**

“There is nothing symbolically comparable to a horse’s power, speed and beauty. A flowing mane, a nice full tail, a silky smooth coat that is bright and shiny. All these features display the beauty of the horse and attract everyone, not strictly horse people. Everyone can learn from them.”



## Goals

- set goals based on realistic wishes and use good management, taking into consideration all the ups and downs of our equestrian life, as a powerful tool
- to see the equestrian sport from different perspectives, especially from your heart
- to demonstrate that horses help humans reconnect with their true self
- pairing talented horses with their ideal riders and enabling these pairs to have adequate work in order to unleash their talents and skills
- to create personalized support to each rider via multiple sources (i.e. access to G.R.O.W. Rider's web page, rider diary for setting goals, competition planning, mental training, etc)
- to help raise confidence through education and successful experiences

## Principles

The riders chosen by the G.R.O.W. 2 Ride Great team will follow the principles of the philosophy behind G.R.O.W.:

- RIDE TO RIDE GREAT
- Love to ride, love your horses
- Ride with a smile
- Love the challenge of the day
- Discipline and perseverance
- Be determined, committed and clear
- Get out of results and get into process
- Be an eternal learner
- Be a peaceful warrior
- Respect every being and the horses
- Help others
- Be grateful
- Feel great, joy, flow, passion, satisfaction
- Overcome obstacles (in the course and outside the course)
- Learn from mistakes
- Trust fully in yourself
- Commemorate victories
- Embrace your fears
- Love pressure to succeed
- Make smart decisions
- Positive attitude
- Rethink positive thinking to not lead you to frustration instead of satisfaction
- Be free
- Be the author of your own life and be your best friend

## Well-being

Achieving well-being is, in many aspects, the essence of human existence.

The science of 'subjective well-being' suggests that as well as experiencing good feelings, people need:

- a sense of individual vitality (health), gratitude, unconditional love, and respect for themselves and for the others
- to undertake activities which are meaningful, engaging, and which make them feel competent and autonomous: activities that boost their self-esteem
- a stock of inner resources that will help them cope when things go wrong and be resilient to changes beyond their immediate control
- enthusiasm for a happy life!

The well-being of the horse:

The G.R.O.W. 2 Ride Great project also cares for equine well-being.

A horse's well-being is based on its physical and psychological state. The purpose of this concept is to inform riders about the different kinds of well-being assessments in addition to bringing awareness for how to deal with horse health problems. From there the rider will learn how to provide the best treatments such as massage, acupuncture, osteopathy, ultrasound therapy, laser, energies therapies and etc.

**We obviously all love our horses for their unique temperament and spirit.**

## Motivation

It is a will power of doing something that brings you satisfaction!

The well-being of the “2”, rider and horse:

“Training, competition and victories! There is nothing that comes even close to describing the closeness felt between rider and horse after having successfully competed together!”

G.R.O.W. 2 Ride Great will continue to learn and to improve upon the program in order to better achieve excellence.

Every day is a unique day and has different situations to deal with.

The competition ground will allow riders to learn and experiment different techniques during the event, such as: breathing, posture and techniques, setting goals, mindfulness, discipline, decision making, concentration, managing anxiety, stress, motivation, visualization, etc.

The collective group of G.R.O.W. 2 Ride Great riders will work in collaboration to exchange knowledge and to receive and give guidance.

## Methods

1. The G.R.O.W. Method  
Jump for your dreams!

- G. to set goals
- R. transform into reality
- O. options to make choices
- W. work and do it

2. The G.R.O.W.ING Method  
A way of living!

- THINK: theory
- ACT: theory in practice
- LIVE: to be is to do, feel it!

THE JOURNEY OF G.R.O.W. 2 Ride Great IS AN OPPORTUNITY TO MAKE YOU GROW, GAINING OPPORTUNITIES, CONFIDENCE AND LIVING SKILLS TO MAKE YOUR DREAMS BECOME REALITY!

**IT'S MAGIC AND IT CAN CHANGE YOUR LIFE!**