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## Dressage4Kids Launches Innovative Business Assist (BA) Program for Equestrian Professionals

Dressage4Kids is proud to announce the launch of its **Business Assist (BA) Program**, an innovative initiative designed to support D4K participants who have become equestrian professionals in building financially sustainable and personally fulfilling businesses.

The D4K BA Program is part of Dressage4Kids' broader mission to support equestrians throughout their careers – from those just starting out to international-level riders, trainers, judges, and business owners.

The D4K BA pilot program included 11 young professionals from across the country. Over the course of 6 weeks, participants gained tools to:

- Define their core values and core purpose
- Manage their time more effectively
- Identify their ideal customer
- Craft a compelling brand message
- Understand their finances and key performance indicators (KPIs)
- Set achievable goals
- Navigate crucial conversations
- Develop a one-page business plan
- Visualize a 3-year growth plan

The pilot program was led by Debra Thompson, a Certified Scaling Up Coach with over two decades of experience helping entrepreneurs thrive. She has worked with global tech startups, middle-market companies, and ambitious entrepreneurs.

Each session included expert instruction, group discussion, and guided homework focused on actionable outcomes. The course also provided a powerful opportunity for participants to come together to build a support network with other professionals who face similar challenges.

Participants from the first cohort praised the program:

“I have gained so much from this program. Debra was absolutely phenomenal in making everything easy to understand. She helped inspire me to improve my understanding of the financial side of my business, and how to make it successful.”

“The best part was figuring out my core values and finally taking my finances seriously.”

“It was very motivating. It gave me the accountability and clarity I needed.”

Dressage4Kids is proud to offer the D4K BA Program. For more information, contact Mary Livernois at [d4k.org@gmail.com](mailto:d4k.org@gmail.com).

### A Lifelong Commitment to Equestrian Excellence

For over 25 years, **Dressage4Kids** has been committed to building a strong and sustainable future for the sport. With a wide array of programs tailored to every stage of development, D4K has programs for youth riders of all ages and levels, elite youth riders, parents, trainers, coaches, and judges.

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## About Dressage4Kids

Dressage4Kids™ is a non-profit 501c3 dedicated to providing educational and competitive opportunities for youth riders and the adults who support them.  
website: <https://dressage4kids.org/>

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## Dressage4Kids

Check out our videos on YouTube

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