
MEET MIKE BRANCH



Renowned horseman Mike Branch, Program Director and Lead Instructor, is the foundation for Leading By The Reins. Mike built his reputation on working with wild mustangs, and his philosophy is one of gentle authority. Through his experiences in both training horses and teaching others to relate to their own horses, he realized that the same qualities that he used to successfully train horses were very similar to the attributes of a successful leader.

Internationally referred to as a “horse whisperer,” Mike Branch’s qualifications in managing horses are only surpassed by his enthusiasm. He has spearheaded several organizations and educational programs for the preservation of wild horses including a youth program through the Mustang Heritage Foundation.

Working in conjunction with the Bureau of Land Management, Mike turned his passion into reality by establishing the Wild Mustang School in Tennessee where he not only trained horses for adoption but worked with horse owners to better understand and train their own animals. In addition, Mike regularly travels to mustang adoption sites where he demonstrates the gentling process of wild horses, often encouraging the horse to receive its first saddle within an hour.

His passion for the wild mustang is clear. “Since adopting my first mustang,” Mike says, “I have been intrigued by their sensitive emotion and feel, their mental and physical nature as well as their spiritual side that they will expose to you once you have earned their trust.”

Mike has also traveled frequently to Europe to demonstrate and teach his techniques. He has worked extensively with Great Britain’s wild ponies, was featured on a BBC television program and received a formal introduction to Her Royal Highness Sophie Countess of Wessex.

Through his experiences, it became clear to Mike, that many of the methods he used to guide his horses’ behavior were very similar to the qualities of a good leader of men and women. This idea grew into “Leading by the Reins.” He says of his premise, “My goal is to help you better understand that if we can apply solid leadership principles to an animal that is fearful by nature, but understands authority and leadership, we can lead people as well.”



This effective approach to leadership training is reinforced by Mike’s own skills and experience to create a program that is unique.