

# Matt Ellis

## Endorsed Guide



The Guide Endorsement supports and recognises the additional skills you require when fulfilling a guiding role. Whilst coaching, leadership and guiding are on a continuum, there is something significantly different about the Client/Guide relationship. Guides often provide a comprehensive service that includes equipment hire, transport, accommodation and an insight into locations and local venues. Alternatively, they may be providing safety back up and support or leading competent paddlers in an area that's new to them. The modules available reflect the range of provision a Guide might be called upon to provide.

There is definitely an increased demand for Professional Guides, especially in sea kayak and open canoe and essentially, the qualification has been developed by British Canoeing at the request of the sector. Personally, I already take clients out or work for friends who guide full time and that's something I hope to do more of.







For me, the most enjoyable and most valuable part of the process was being observed by a trusted and respected peer working with real clients. We didn't have to act or role play anything as it was a genuine guiding situation. Although, the observation is an endorsement and not an assessment, I have to admit to putting myself under some pressure, but Howard Jeff's is excellent and didn't add to that. We covered flora and fauna, natural history and highlighted some local points of interest but **my main focus was giving the clients the best experience possible and ensuring they got down safely and enjoyed the day.** Cranston's pork pies, cake and tea for the clients and Howard were all part of the service!

Like many things people will get out of the process as much as they put in. I personally believe in continual professional development and the opportunity to discuss pertinent current issues with peers who have a great depth and breadth of experience has got to be valuable. **I would strongly recommend the process.**

