



Guiding with purpose

8 keys and 8 tips
for nature guides



Purpose - Why are you guiding?

Inspire - Light a spark

Reveal - Stories and Meaning

Bridge - Make it relevant

Design - Intentionality

Connect - People, Nature, Spirit

Respect - People and places

Restore - People and places

Purpose

What is your 'Why'?

Identify your guiding purpose/s.

"After this experience, I'd like
these people to know/feel/do

....."

Inspire

Light sparks.

Find wonder.

Notice beauty.

Encourage curiosity.

Look for what moves people.

Reveal

Use stories.

Reveal meaning.

Help people see.

Help people know
why they came.

Bridge

Make it relevant
to people's lives.

Build bridges from things
to ideas and concepts.

Why am I doing it this way?

Examples: Guided experience elements (intentions)

Introduce with contrast (novelty awakens receptivity)

Allow stillness & silence (let places 'speak' and restore)

Give personal attention (practice respect and kindness)

Engage more senses (support multiple ways of knowing)

Storify (participate in a bigger picture)

End intentionally (honour thresholds)

Design

Connect

People, Nature, Spirit

Find, follow and reveal
links and connections.



Respect

Be kind to people,
toads, ticks, rocks,
stars, air, snakes,
water, lions, views,

Respect all things.

Restore

Include wellness.

Promote Earth care.

Help people find peace.

Some tips



Say less

Let a place speak.

Un-expert yourself.

Avoid over-guiding.

Give your wisdom away.

Some tips



Look differently

Nature as:

Processes rather than things,
Stuff to use, Artistic inspiration,
Mystery, Landscapes, Money,
Connection to Spirit,
Therapy, A science lab

Some tips



Curiosity

Awaken curiosity.

Let the inner child out to play.

Some tips



Try the equation

Know the place +

Know the people +

Know the skills =

Interpretive opportunity

Some tips



Storify

Stories before species.

Emotion

Metaphor

Character/s > Challenge > Resolution

"Storytelling is how we help people understand ideas, feel connected, and care about something."

Imogen Partridge

Some tips



Question with intention

Question to stimulate thinking.

Use open-ended questions, such as

'What do you see/think?'

Some tips



Use all senses

The mind knows in part.

Skin, nose, ear, heart, mouth,
eye, gut, body, hand, foot, hair...

Intentionally awaken senses.

Some tips



Listen

Start quietly.

Let places speak.

People, place and guide
form a conversational triangle.



Go outside
Pay attention
Be amazed
Tell about it.

after Mary Oliver

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