



BEST SNOWSPORTS SCHOOL

PRESENTED BY
THE TELEGRAPH SKI AND SNOWBOARD

Element Ski School

The Story

Element was founded at the start of the 2015/16 season by a group of friends determined to create a small ski school where clients always had the best possible day on the hill, and always came away smiling.

Our team is led by Verbier veterans Guy Ordway and Emma Cairns (who is also one of the few female BASI Trainers).

Meeting the criteria and benefitting the snowsport public

Starting from zero, Element has quickly developed an impressive reputation in Verbier and beyond.

This season we've asked every client to rate us (and to be honest). As a result we've become the TripAdvisor's best-rated Verbier ski school. In fact, Verbier's best "thing to do" year round. And every single one of our reviews gave us five stars.

But that's not the story. The real impact we've had is through pioneering Women's Camps that Emma has been running.

As an industry women are under-represented in skiing - just look at the number of female ski instructors and mountain guides. In fact, women can be put off taking their technique to the next level by the machoism high-end skiing can cultivate.

So Emma's courses focus on helping women become advanced, confident skiers by addressing the fundamental psychological and physical differences that influence how women ski, in an environment created to help deliver results not create competition.

The courses include sessions with a life coach, Elaine France, who runs two sessions per course aimed at developing positive and personalised ways to address the challenges of the mountain.

The courses have been a massive hit with a huge number of skiers already booking for next season. The courses have allowed female skiers progress by understanding their skiing, their physiology and the psychological factors that could be holding them back. Helping them become the very best skiers they can possibly be, while learning to enjoy the experience of skiing and begin to find adventure on the mountain.

Now in Verbier if someone says "you ski like a girl", it's a compliment.