

# Start Your Own Business 2010/11(Trainer)

*...real education to unlock your family's genius*

**0845 604 6731**



## About Simon Education®?

Simon Education is an award winning social enterprise that has helped thousands of children achieve their potential over the last 23 years by providing additional learning support in English, Mathematics, Science, Study Skills and Cultural Literacy. We have also provided training to parents, teachers and community workers. Simon Education was founded in 1987 and registered as a community interest company in 2006.

Our success is based on working with children and young people whilst also working with parents by delivering courses such as: *How to Unlock Your Child's Genius* and *How to Unlock Your Family's Genius*.

The aims of Simon Education's training course, ***How to Unlock Your Child's Genius***:

1. To improve the confidence and self-esteem of parents, teachers and community workers so that they can improve the learning environment of the home, classroom and community.
2. To provide parents, teachers and community workers with the knowledge and skills needed to raise the educational achievement of children and young people in their community.
3. To provide parents, teachers and community workers with innovative strategies on how to raise the educational achievement of their children and young people.
4. To develop the awareness of local communities on how they can encourage children and young people in their community to become positive citizens.

## Are You Ready for A New Challenge in Life?

Simon Education's approach is about building partnerships with parents, schools and community organisations and helping them to unlock their child's and their own genius through Simon Education's *holistic* approach to education. As a Simon Education trainer you will be required to:

- Become a creative educator who will use the Simon Method to unlock the genius of parents, teachers and community workers.
- Place the family at the centre of the training experience.
- Use the Genius method to unlock the genius of your community by presenting workshops that focus on both education and personal empowerment.
- Raise the confidence and self-esteem of parents, teachers and community workers.

- Introduce parents, teachers and community workers to innovative and often cultural teaching and learning resources.
- Work with the support of a well established and successful brand.

### How Simon Children and Families Realise their Genius

High Expectation	At Simon we believe that all families can achieve because all families possess genius!
Laying the Foundation	At Simon Education many children and young people have difficulties in their English and Mathematics because they have not grasped the basics of these subjects and perhaps the school and/or the home was unable to identify a suitable strategy of intervention. <i>How to Unlock Your Child's Genius</i> lays the foundation for the family in providing sound support and guidance.
Individualised Action Plan	As a trainer you will encourage each participant to develop their own action plan based on the eleven steps as outlined in the book <i>How to Unlock Your Child's Genius</i> .
Creativity	Participants learn best when they are asked to be creative and are having fun. The Simon Method encourages you to allow the participants to be creative and have fun using Simon's method.

### Your Role as a Simon Trainer

<p><u>Commitment</u> The most important quality that a trainer can have is commitment. This means being dedicated, hardworking and conscientious. Do you have these qualities?</p>	<p><u>Education</u> In order to actually train for Simon Education you must have a recognised degree or equivalent and preferably a teaching qualification.</p>
<p><u>Business Skills</u> Simon is a social enterprise which demands from licensees skills in business which involves good administration and communication.</p>	<p><u>Motivational Skills</u> As a Simon trainer you will be required to motivate and inspire families in order to unlock their genius. You will be required to raise the self-esteem families</p>

## Service Snapshot

Training	<ul style="list-style-type: none"> <li>• Introductory course (2hrs)</li> <li>• Half day course (3½ hrs)</li> <li>• One day course (6hrs)</li> <li>• Two day course (12 hrs)</li> </ul>
<p>Course title:</p> <p>Course contents:</p>	<ul style="list-style-type: none"> <li>▪ How to Unlock Your Child's Genius</li> </ul> <ol style="list-style-type: none"> <li>1. Curriculum &amp; diet</li> <li>2. Educational management in the home and learning styles</li> <li>3. How Your Child Learns</li> <li>4. Creative learning</li> <li>5. Leadership &amp; emotional literacy</li> <li>6. Rites of passage models</li> <li>7. Complimentary therapy and financial literacy</li> <li>8. Education and culture</li> <li>9. Thinking skills</li> <li>10. Family Learning &amp; e-Learning</li> <li>11. Citizenship and world issues</li> </ol>
Typical Clients	<ul style="list-style-type: none"> <li>▪ Schools</li> <li>▪ Family Centres</li> <li>▪ Pupil Referral Units</li> <li>▪ Community organisations</li> <li>▪ Faith organisations</li> <li>▪ Corporations</li> <li>▪ NGOs</li> </ul>

Once the licensee has demonstrated that they are a competent trainer they can apply for a licence to run the ***How to Unlock Your Family's Genius*** course.

### Simon 's Commitment to You

Our licensee recruitment managers will support you through the application and training process. They will also support you in setting up your business.



## Resources

Simon will provide you with the majority of the main resources that you will need to run your education services. This will include the trainer's manual and the PowerPoint presentation.

You will have to purchase the ***How to Unlock Your Child's Genius*** books from Simon Education which we sell to trainers at a discount of 35% and which the trainers can sell on to the participants. Normally trainers will budget for this in the fee charged for the training workshop.

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## Start-up support

Simon will provide you with artwork for you to produce leaflets and agreed marketing materials. All licensees are supported with training and consultancy support.

## National Awareness & Marketing

Simon Education attends many of the major local and national events to continue to raise the profile of Simon's work. Simon advertises in community and national media and attends events such as London Book Fair, The TES Education Show, London Schools conference and international events etc.



## Simon Education contact details:

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03790560

## **Summary Steps on How to Become a New Licensee of Simon Education**

### **Stage 1 Initial Enquiry**

Initial Enquiry  
Interested individual(s) or organisation request brochure.& are invited to attend a group presentation.

### **Stage 2 Application, proficiency test & interview**

Applicant completes an application form to obtain a licence from SE and attends a readiness interview

### **Stage 3 Approval of Application**

Simon Education (SE) assesses completed application form and approves application. CRB and credit check must be successfully completed. Prospective licensee pays licence fee & signs license agreement.

### **Stage 4 Induction and Training**

SE provides training to licensee and informs licensee of start date.

### **Stage 5 Saturday School/Learning Centre Venue Approved**

SE Licensee provides proof of required cover insurance. Licensee starts business.