

## ABOUT US

When teacher and school owner Iain McNally started work on what is now SpeakYourMind, it wasn't just to be different for difference's sake. Ever since those early days, virtually all our energy and resources have been directed towards developing and refining methodology and materials to create a programme for learners that unites substance in results with a lightness in process.

Interest began to spread, sparking the creation a small but expanding Network of independent associate schools. From the pioneers in Spain and Japan in the mid-90's, SpeakYourMind is now used in nine countries, confirming its appeal to a wide range of learners of diverse backgrounds.

*"After all the times I've tried to learn English this is the first time I actually enjoy it and the first time I see I'm getting somewhere."*

*Satoshi Kamura: Surgeon, Tokyo*

*"I started with SpeakYourMind in February and we have now fully changed all our courses over to the SyM programme. Every single student of mine has welcomed the change, many congratulated me ... In over 12 years in EFL I truly believe this is the best teaching course on the market at present, so it's the best thing we could do for our students. Having exclusivity means that no-one else can use this programme but you - and that is an enormous commercial advantage".*

*Marcus Pelham Carter Murcia, Spain (april 2011)*



*"Some people want to study English.  
Most people want to learn to speak it.  
That's why there's SpeakYourMind."*

SpeakYourMind Network:  
Brazil, Czech Republic, Italy, Japan, Poland, Russia, Slovakia,  
Spain, USA,

info@speakumind.com - www.speakumind.com



*Simply  
different*

## WHAT'S GOOD FOR THE STUDENT IS GOOD FOR THE SCHOOL

### POSITIVES FOR STUDENTS:

- Students get plenty of speaking practice with accessible input, building up new language steadily.
- Levels are well defined and monitored: students are placed and learn at the appropriate level.
- No students are left out during lessons, all is fair.
- Students can get different teachers, yet a well structured program.
- Little time is wasted. Students come out of lessons feeling they have really gained.
- New language is dealt with in a few minutes and taken up again over successive lessons: not hammered to death and then abandoned.
- Students learn in class – no compulsory home-study
- Lesson procedures and guidelines are there for all to see, so students are guaranteed standards.

## STRUCTURE

The SpeakYourMind course follows a clear structure – many people intuitively approve of going from A to B to C. Learners like to ‘know what they are learning’ and to ‘know what they know’ – for many people this can be an essential aid in maintaining motivation.

*“SpeakYourMind has been a real eye-opener. I received an MA in TESOL and taught on the university international program but we never looked at anything like this. I then taught for four years in private language schools but everything was very standard, very orthodox – but this is really interesting. It just works so well for students and as a teacher I really like it.”*

*Erin Fishbaugh, Spain*

## SPEED

We don't claim any magic formula but SpeakYourMind is designed to be efficient as well as effective. Although learning times can vary considerably from individual to individual and from region to region, in most cases SpeakYourMind significantly reduces learning time, offering students the benefit of a course where ‘fast’ and ‘well’ are not alternatives.

## RESULTS

Enjoyment in the learning process plays an important part in maintaining motivation, but ultimately students will evaluate a course on the results they achieve. Working with a programme that enables students to see constant tangible evidence of progress is another major factor in creating the strong sense of reward that both students and teachers gain.

*“For the student ‘effectiveness’ basically means “will I understand this and still remember this in six months’ or a years’ time?” ‘Efficiency’ means how to make the best use of the time that’s available. Students don’t want to wait ages before they get off the ground, or to spend months and months floating around in circles.”*

## SPEAKYOURMIND: MORE THAN A BOOK

A good teaching programme and good teachers make for good lessons. But providing consistently high standards to students extends beyond ‘the lesson’. SpeakYourMind has developed procedures for class management and monitoring, placement testing and a ‘Course Launch’ system, as well as teacher-training programmes. All this designed for schools to assure their students get on track – and stay on track towards getting the most out of their course.

## THE ADVANTAGES OF SPEAKYOURMIND

### Innovative method

Set your school apart from the rest.

### School-friendly

Compact, teacher-directed course requiring no special aids, equipment or additional resources.

### Teacher-friendly

Does away with time-consuming preparation and homework correction.

### 360°

From Placement-Testing to course management and teacher development we provide a complete package for your school.

### Exclusivity

Other schools in your area won't build on your success

We believe that SpeakYourMind has the value and the edge to enable growth in a cluttered market. We want to work with people who share a commitment to high standards, schools who take teaching seriously and take their teachers seriously – and with whom we can look forward to a long and fruitful relationship. That is why we have chosen to offer the SpeakYourMind Method under a licensing agreement involving a ‘package’ which includes training, on-going support and exclusivity, rather than looking for one-off contacts or book sales. We won't insist you paint your school red and blue, and you won't have to provide constant statistics or pay percentages on earnings – none of the intrusive aspects of being part of a franchise.

Whether you are an established operation or a start-up and you see the potential of SpeakYourMind in your area, we can provide a plan that meets your needs.