

Make numeracy and literacy difficulties a thing of the past while improving profit levels and customer service at the same time!!

Would your business benefit from improved profit levels, customer service, staff motivation and lower error rates?

How might the following facts affect your business and its profit levels:

- Literacy and numeracy difficulties affect all levels of staff including managers
- Over 10% of the UK workforce are diagnosed with Dyslexia and Dyscalculia (source British Dyslexia Association). In the USA the figure is around 15-20% (source International Dyslexia Association)
- 20% of people now leave full time education still experiencing undiagnosed literacy and numeracy difficulties.
- Many youngsters looking for their first job are not “employment ready” - the No1 cause is poor literacy and numeracy (source: Hertfordshire Chamber of Commerce and Industry)

There is a simple key to improving poor literacy, numeracy and Dyslexia! It is available to anyone, for just a little practice.

People who struggle with literacy are often found in careers where the need for written words is secondary, but may put a ceiling on their progression:

The caring professions - nursing, community work, emergency services

Building and manual trades - brick layers, carpenters, glazers, plumbers, construction workers

Visual professions - artists, hair stylists

Technical visual professionals – surveyors, architects, engineers, draughtsmen

Those with different business perspectives – Entrepreneurs, CEOs, creatives.



Over 80% of offenders are Dyslexic. Learning difficulties are not helping their ability to stop offending

Improved literacy and numeracy makes peoples' efforts more effective and less tiring. With just a little practice staff can achieve a measurable improvement in their spelling, writing and numeracy capabilities ... imagine how that could positively affect:

- Your profit levels and error rates
- Your customer service levels
- Your capabilities for internal development and promotion
- The motivation of your staff
- Your Corporate Social Responsibility and Duty of Care
- Your talent management and development programmes
- Re-offending levels.

Are your staff prepared to admit they struggle with literacy or numeracy? Often staff don't disclose poor literacy or numeracy because they may feel embarrassed or ashamed and because it frequently triggers feelings of thinking they were stupid from their school days. They also may feel that admitting to this in the workplace may limit any career chances or even lose their job. They need not be ashamed, as people who struggle with literacy and numeracy are nearly always very talented, especially those who are more interested in creating new knowledge, than absorbing and passing on old knowledge. They may be able to see a different perspective on a

challenging project, physical or emotional situations. Enlightened businesses realise just how much talent they have and will encourage people to take a new perspective on any so called learning difficulties. Those with these difficulties often have children with similar symptoms and offering them a workshop to help with stress at home is much less threatening it often attracts target parents. The skills are so easy to learn they can pass them on to their own children.

So what is the key to being good at Literacy and Numeracy?

The key is very very simple. People who are good at literacy see words in their imagination or their mind's eye. People who are good at numeracy see numbers in a similar place. Sometimes people will put a lot of effort into helping their children, but think it is all too late for them whilst being stuck in the belief that it is genetic. These are just unhelpful beliefs – you are never too old to learn how to visualise words and keep the letters still. It is so quick and once you realise the route of your confusion any shame just melts away.

To help you understand this, try out the following:

Can you spell and read well? If you can, can you “see” words in your mind’s eye? Try imagining the word “dog”. If this is easy try the word “giraffe”. If this is still easy try the word “conscientious” and try remembering your car number plate. If you are good at spelling and reading, this simple exercise will be easy and you will now be aware that you do “see” words in your mind’s eye. Just imagine, for a moment, spelling and reading without the skill to visualize words. This is what many people are missing. If you are Dyslexic, the letters are probably running around having a party! Only about 50% of the population are visualizing words naturally, the others probably won’t know what you are talking about and find literacy difficult. The good news I have for you is that of the 1000s I have taught, including teachers it only takes minutes to learn and everyone can do it once they know the important how to. This is too important a skill to be left to chance.



If you would like to improve your literacy and numeracy, hopefully you will now realize all you need to do is to learn how to visualize words and numbers. It's a simple skill and well worth the investment of a little practice. Learning to visualize well is fun and nothing like all those school lessons you found difficult. *You may find it interesting to ask your staff, or try this for yourself.*

Imagine your front door, notice the color, any handle, bell, knocker etc. Play with the picture until it is as clear as you can make it. Shut the door and make sure your image is still. You will probably be able to see it better when you look up slightly. You may have a very clear picture, something that is a bit hazy or just pretend you can see it any of these will do. With a bit of practice the quality of your pictures will improve. Now pour paint onto your door so you have changed the color. Play around recalling a few other familiar objects, changing their size, color etc until you are really confident you can do this. Everyone can because it is the way you recognize people – you match an image in your memory with the person you see. Now imagine your door again. Paint on it the word “cat”. Spell it from the image, change the color and spell it in reverse order, making sure you see still letters. If the letters want to move, take your concentration down into your feet and feel firmly connected to the earth. This is how you should have been taught to see words in your mind’s eye when you were around 4 years old. Keep practicing with longer and longer words until you can do 8 and 9 letter words. You will find this fun and much easier than you ever thought spelling and reading could be. If you practice the habit for a few weeks it will become your own easy way to spell. Reading will automatically become easier too as you practice word recognition.

If you need any more help do contact me I should be delighted to assist you. Good literacy is within your grasp. This is what some business people have said:

“Our wellness programme organised a workshop advertised to reduce employees’ stress around their children’s homework. People with literacy challenges will do anything to help stop their children going

down the same path. So several of those who came along learnt how to change their experience too. Disclosure wasn't an issue when they realised that all they needed was to practice a new skill."

"Visualising well helps anyone who finds spelling, reading, writing or numeracy difficult, even if they are diagnosed with dyslexia, dysgraphia or dyscalculia"

"This must be the most cost effective training on the planet—people can be more effective, and less stressed after just a couple of hours. Its beneficial for us, for them and often their families too."

"The employees really enjoy it, making enormous changes to their literacy skills and our profitability. Its fun, nothing like an old fashioned English lesson."

"Many of our managers are promoted through the ranks and who have excellent "hands on" technical competence. One of the areas we needed to develop was their use of written English. When we looked into this further we found a higher than average amount of dyslexia in our workforce. Not only did their ability improve very quickly but their confidence in using written English did too. It has opened up opportunities for us to now offer support with written skills as part of our succession planning process in this area of the business which means that key individuals who may previously not have considered promotion are now able to access other levels of competence".



Olive Hickmott is a health, wellness and energy coach, based in the UK, who had poor spelling, reading and by today's standards would have been labelled Dyslexic. Once she discovered how people who are good at literacy visualise words, she promised to get this message out to the millions across the world who struggle with literacy. She is passionate about enabling everybody to learn easily and overcome any diagnosed dyslexia and dyscalculia. She explains that her work "helps people understand their own experience and then learn simple new skills to enable them to reach their goals". She published "**Seeing Spells Achieving**" in 2006, updated material in "**Bridges to Success – how to transform Learning Difficulties**" in 2011 and an invaluable workbook complete with a CD "*Pass Literacy On*". She has also published a story for your children, entitled "*Waldorf – the dog who isn't word blind*" for very young children, to ensure they visualise words from the earliest age. All of these resources are available from www.empoweringlearning.co.uk and the book is available from Amazon worldwide. She runs programmes in businesses, with small groups or individuals, speaks at business and health conferences and trains professional people to help others, either in person or over the internet. "I delight in tailoring programmes just for your company; for a few individuals, for a group and even over the Internet." She is a founding member of the International Association for Health and Learning (www.tiahl.org) and a member of the Institute for Advanced Studies in Health (www.nlpiash.org)

On www.empoweringlearning.co.uk you will find more information about the technique, and www.dyslexiaintheworkplace.co.uk takes you to the business specific section

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