



Unlocking Students Potential

FOR TEACHERS, TUTORS, PARENTS AND STUDENTS



The problem with modern education

In every classroom, there may be those who struggle or need a little extra help. Though there are many reasons why students struggle, the goal of teachers, tutors and parents is unified: we want students to understand and learn the material.

We are overjoyed when they get good grades, retain information, and develop into lifelong learners, but let's start with the basics and make sure we are reaching each student to increase understanding. Tutors help students with hard skills, so we should be taking our tips from their playbook. Tutors know that assessing soft skills helps students retain hard skills.

The educator's struggle is reaching the needs of all learners in the classroom. It's often difficult for teachers to differentiate learning within group meetings during short periods of time. Teachers are already super human, but they can't possibly, intrinsically know each student's differing needs and personal preferences, as well as meet each individual student's need in the allotted teaching time.

When students fall behind, they often call in the tutors. Tutors have a luxury typically not afforded by teachers; they work with students one-on-one and in doing so, can target learning initiatives. Therefore, tutors have become the de facto authority on targeted learning, and we look to their expertise as to how best to work with students who need a little extra help.

Tutoring companies are tasked with instructing hard skills, but they first assess soft skills and personal preferences to develop a learning plan. Some of the largest tutoring companies tutor millions of students every year. They use a series of diagnostic tools in their proprietary software that allow their tutors to assess soft skills in students. Soft skill assessments help guide the tutor on a tutoring program based upon the student's individual preferences. Which doesn't mean communicating the same way, for the same length of time with the same instruction.

Each student comes to the learning table with various needs, preferences to receive information, processing styles, motivations, behavior and personality. Tutors must utilize strategies which meet the individual needs and capitalize on each student's strengths. In addition, they must find ways to strengthen or grow areas that are limited in the student.

How to help your students and children?

StudentKeys® by PeopleKeys® is a system designed to unlock students' potential. It consists of a set of workbooks that offer a simple and practical way for students to become more familiar with their strengths and natural preferences in areas of personality, learning, thinking, motivation, career choice, and goal setting.

Their strongest preferences are then applied to real-life relating, thinking and learning experiences. This simple, yet profound program gives students a greater understanding of themselves so that they may be better prepared to make critical decisions and set realistic goals.

Each of these workbooks is a tool for personal development specifically geared to acclimate students to their social and learning environment, to increase retention and to raise GPA's by revealing students' unique learning and thinking styles.

Step by step of unlocking students' potential:

#1 REMOVE ALL COMMUNICATION BARRIERS:

The tutor can't reach students or "get through" to students if they can't have effective communication with the student. Since all students are different, tutors need to discover the student's primary communication or personality style. Knowing the student's personality style will open up a whole window of insight into how the student prefers to relate to others – through tasks or through relationships, how decisions are made, how they prefer to work in groups, their greatest fears, and basic communication guidance. Personality Style analysis is essential to begin and should be the first springboard for developing a student's learning plan.

#2 DISCOVER PREFERENCES FOR ABSORBING NEW INFORMATION:

Since learning, at its basis, is about taking in new information, understanding it, and making connections to other bits of information or building upon other information, it is essential that a tutor knows how a student best absorbs information. Tutors can assess the student's best method for receiving new data as either hearing, seeing, or interacting with the data. Once the student's Perceptual Learning Style is known, the tutor can target curriculum delivery accordingly.

#3 DETERMINE PREFERENCES FOR PROCESSING NEW INFORMATION:

Not only do students absorb information better according to how it is presented, students also have personal preferences for how they process information. Once information is presented and is introduced, we subconsciously and voluntarily process the information. Not everyone processes the information the same. Some see information more literally and linearly, while others have a more random approach. These processing preferences are good indicators for study skills enhancement. Tutors who assess Cognitive Learning Styles can use student's processing strengths to their advantage, by targeting learning strategies using those cognitive strengths.

#4 IDENTIFY MOTIVATIONAL PREFERENCES:

Each student has a core set of values which guides their thoughts and actions. No one can see them, but core values are working within us each day, driving our choices. Revealing these underlying motivators in students is another preference that, once uncovered, can help us devise targeted learning plans for each student. Student's Values Style, or Motivational Style, should be considered in the mix when setting up learning curriculum. Underlying motivators will help you create a motivated culture for which to keep the student accountable to the learning goals.

Yes, tutors have the advantage in creating targeted learning, but teachers, homeschool parents and parents can also create targeted learning initiatives. Assessing the student's soft skills...

- ✓ Communication Style
- ✓ Learning Style
- ✓ Processing Style
- ✓ Motivational Style

...will help in the creation of hard-skills learning plans. In addition, students will benefit from confirming and understanding their own soft-skills and personal preferences.

THE RESULT WILL BE STUDENTS WHO:

- ✓ Can better understand and be understood
- ✓ Will retain info and learn how to learn best to become lifelong learners
- ✓ Can understand themselves and those around them; better appreciate diversity
- ✓ Capitalize on their natural strengths and grow in areas they are naturally limited
- ✓ Develop new and targeted study and learning skills based upon personal preferences

The key to **SUCCESS** in **LIFE** is in
DISCOVERING and **CAPITALIZING**
on your natural
STRENGTHS and **PREFERENCES**.
It's that easy!
Give your student the edge!



STUDENTKEYS® CONSISTS OF SIX STUDENT WORKBOOKS:

- ✓ **Personality Style**
- ✓ **Perceptual Learning Style**
- ✓ **Cognitive Thinking Style**
- ✓ **Values Style**
- ✓ **Career Choice**
- ✓ **Goal Setting**

Who can use StudentKeys® system?

- ✓ High Schools
- ✓ After School
- ✓ Home School
- ✓ Colleges
- ✓ Programs
- ✓ Parents

“Students who discover their unique personality, values, thinking and motivational style early on, will be more prepared to make life’s most critical decisions.”

HOW STUDENTKEYS® WILL HELP YOU?

- ✓ **Soft Skills Development:** The program was designed to identify soft skills critical to college success.
- ✓ **7 % Increase in Retention:** Independent studies have proven that 7% more students were retained from freshmen to sophomore year.
- ✓ **GPA Averages were Higher:** for the groups exposed to this material, there was an increase overall in GPA averages according to an independent university study.
- ✓ **Practical Application:** The styles identified by the workbooks are applied in a practical way, enabling students know what motivates them, what environments help them flourish and be productive, how they like to communicate or be communicated to, how to make the most of their study time or learn best according to how they think.
- ✓ **Sylvan Learning Used these Assessments:** StudentKeys® assessments were used in the diagnostic testing in all Sylvan Learning Centers with over one million secondary and post-secondary students annually.
- ✓ **Successful in Federally-funded TRIO programs:** StudentKeys® is being used to increase retention and help first-generation and low-income students find realistic occupations.

COULD YOU, YOUR SCHOOL OR YOUR PROGRAM BENEFIT?

- ✓ Are you a student looking for guidance on career decisions?
- ✓ Are you a high school guidance counselor or college administrator looking to increase the study skills and communication skills of your students? Do you need a tool to help your students find realistic and fulfilling careers?
- ✓ Are you a college president interested in retaining your student body?
- ✓ Are TRIO grant recipient seeking materials to increase GPA, acclimation, retention and get students, parents, and teachers in sync?
- ✓ Do you have a program helping people transition back into the workforce?

IF YOU ANSWERED YES TO ANY QUESTION ABOVE?

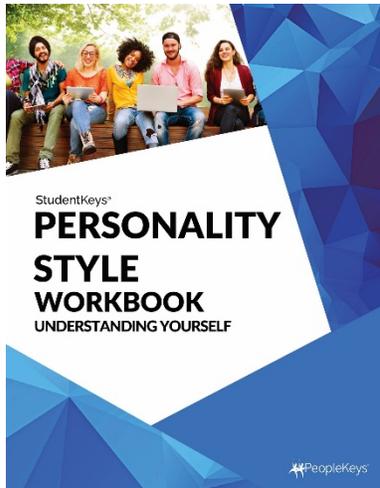
STUDENTKEYS® HAS BEEN USED TO HELP:

- ✓ High school guidance counselors
- ✓ TRIO federally-funded programs
- ✓ School-to-work programs
- ✓ Orientation departments | office of first-year experience
- ✓ Student services | student affairs departments
- ✓ Nontraditional student services
- ✓ Academic support offices
- ✓ At-risk programs
- ✓ Behavioral psychology classes
- ✓ Self-discovery classes
- ✓ Soft-skills | Life-skills classes
- ✓ Career services departments
- ✓ Career advisors | counselors | developers
- ✓ Home school college prep programs
- ✓ Home school career development programs

STUDENTKEYS® ENCOURAGES:

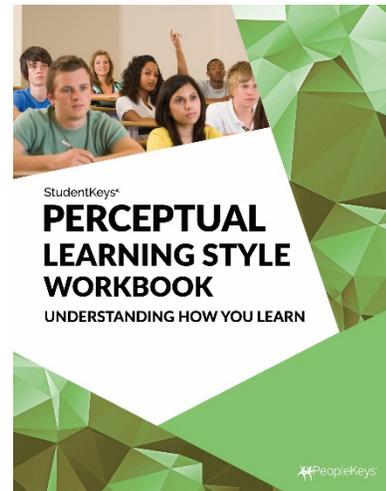
- ✓ Self esteem
- ✓ Leadership skills
- ✓ Diversity
- ✓ Communication skills
- ✓ Learning and thinking skills
- ✓ Study Skills
- ✓ Career decision making
- ✓ College retention
- ✓ Conflict resolution
- ✓ Motivation

STUDENTKEYS® COMPONENTS:

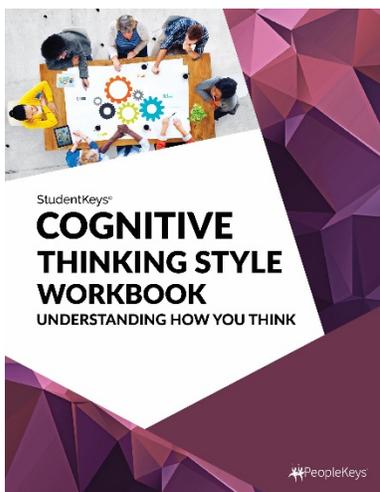


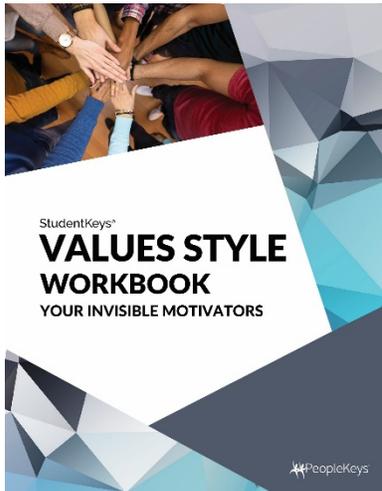
The Personality Style Workbook -- guides students in identifying their Personality Style (D, I, S, C), their strengths, limitations, and motivations. It also helps them gain an appreciation for diversity so they may relate better with professors, roommates, and friends.

The Perceptual Learning Style Workbook – identifies the student’s Perceptual Style and allows students and teachers to understand the ways in which they best perceive information through their senses (auditory, visual, and kinesthetic) so that they may learn more effectively.



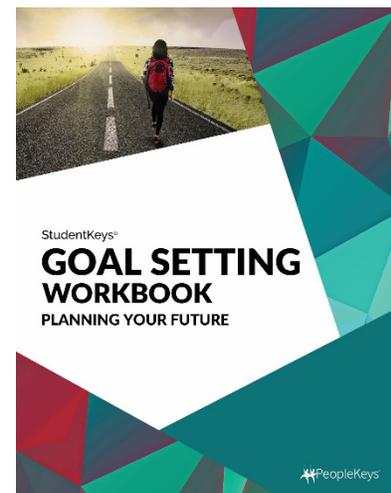
The Cognitive Thinking Style Workbook – explains the different ways in which students absorb information and process that information. By identifying and understanding their Cognitive Style (literal, intuitive, theoretical, and experiential) students may enhance their learning experiences.



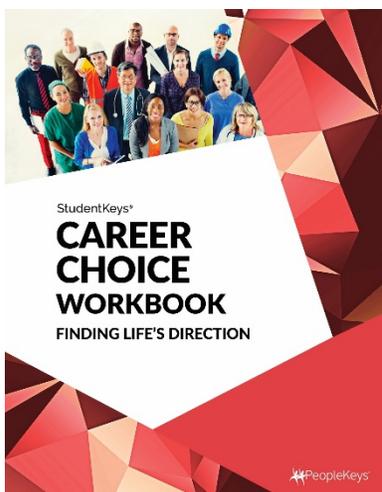


The Values Style Workbook – points out internal motivators that students use to make decisions. By identifying Values Styles (loyalty, equality, personal freedom, and justice) students can see how their values impact their personal and professional choices.

The Goal Setting Workbook – identifies the need to set realistic goals. It begins a process by which a student can set goals pertaining to education, career and personal development. No style is identified in this book; instead the student is responsible for creating his/her own goal plan.



The Career Choice Workbook – by applying the student's style from the Personality Style workbook (D, I, S, C), this workbook matches suggested careers with the student's style. Students can discover how their personality style is typically most fulfilled in an occupation.



DELIVERING STUDENTKEYS®:



- Available as a Binder Program (6 workbooks delivered in a binder)
- Available as Online Reports (online interface is branded with your institution logo)
- **Leader's Guides** are available for each workbook

All students can benefit from a better understanding of themselves – it's a key to functioning socially, academically, and to holding self-esteem. Reaffirming strengths and talents helps students discover who they are. This in turn helps them to solidify goals and is often the catalyst behind action in a particular direction.

Give your student the edge
with StudentKeys® workbooks and reports!

**For a limited time only
we offer 20% discount
to help you unlock your
students' potential!**

Use coupon code:

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www.discinsights.com

For more information:

Email us at customer.service@peoplekeys.com or call at 330-599-5580.