

## ***Discover Your Genius Within***

**Changing mind-sets, attitudes and behaviours in our young people**

**"If you keep on doing what you've always done, you'll keep on getting what you've always got."**

W L Bateman

Our innovative, evidenced based personal development program empowers young people to take responsibility by creating an attitude of self-sufficiency.

The *Discover Your Genius Within* program uses a powerful combination of advanced life coaching, emotional literacy and mindfulness techniques, underpinned by neuroscience.

It has a profound impact on participants as each individual gets what they need from this collaboration (not an intervention), which creates sustainable changes in mind-sets, attitudes and behaviours.

The main purpose is for the participants to feel congruent, which is feeling comfortable in their own skin, be open to new possibilities, whilst living in the now.

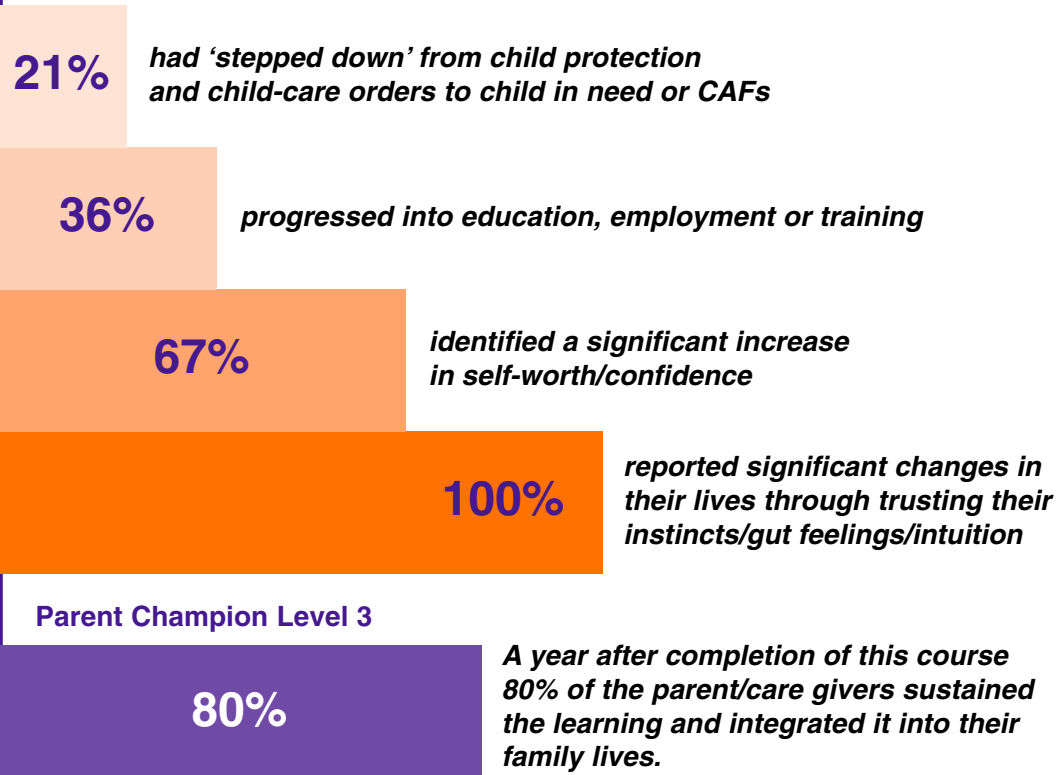
# Proven Outcomes

Discover Your Genius Within

Our core personal development program has been proven in 'dysfunctional' families from deprived areas in a 2 year project and evaluated by Canterbury Christ Church University\*.

## Proven Outcomes

(Source: 53 parents/carers started the Parent Champion Level 2 course and these outcomes are from the 30 that completed it.)



## And from the last paragraph of the Executive Summary from the Canterbury Christ Church University evaluation:

*"Perhaps the most remarkable aspect of the positive outcomes for children is the description in many parents' accounts of children being coached to use the approaches within the Parent Champion Program for themselves. At the most profound level, children have learnt to coach their parents and siblings, to step back from conflicting situations and to employ relaxation techniques both regularly and to calm themselves down in times of stress and conflict. They have helped parents to set goals for the family and for themselves to improve their lives. Perhaps most powerfully of all, children have applied these approaches on their own in new environments without the direct support of the parents who taught them, for example when visiting a father or grandparent. The evidence gives a strong message that as a society we are underestimating children. When listened to, understood and empowered, they need not be passive recipients of 'behaviour training' but can contribute to loving, caring and the building of positive relationships in their own families and communities."*

\*The evaluation can be accessed here:

<http://developyourchild.co.uk/wp-content/uploads/2013/02/ParentChampion-Programme-Evaluation-April2013.pdf>



Canterbury

Spires Academy, Bredlands Lane, Sturry, Canterbury, Kent CT2 0HD  
tel: 01227 710392 fax: 01227 712370 www.spiresacademy.com email: office@spiresacademy.com

We have been lucky enough to be part of the development of a coaching model to deliver a program of personal empowerment to the heart of our school society. Although a very individualised approach, the essence and long lasting effects of this program are like ripples of positivity that we have witnessed through noticeable improvements in family and school based life.

We initially identified a cohort of students in year 10 who were not achieving to their full potential academically. The personal barriers to success ranged from internal school based factors, self confidence and external family based issues through to poor attendance issues.

We experienced a high take up from the identified students. They were given the option to participate after a introduction session which was supported by the Vice Principal. The program lasted for a five week period (50 minutes a week).

The positive experience for all who engaged was apparent and the statistical evidence highlights:

- Of the original cohort 78% decided to proceed with the course after the initial introduction. The average attendance to each session was 72%. We considered this an impressive figure as two students were classified in the persistent non attendees category.
- 78% of the students identified that the course was a positive experience and recognised changes in themselves that benefitted their lives (school and family).

- We received positive feedback from parents and school staff outlining that 86% of the cohort demonstrated noticeable positive change during the course and beyond.
- Key comments from school staff included identifying increased engagement, attendance and happiness/enjoyment.
- Parents and carers of a number of the cohort outlined an increased confidence and a recognisable shift in the child's positive involvement in family life.
- The students emphasised their own increase in happiness and positivity; 33% recognised an increase in positive behaviours and are continuing to experience this still.
- 85% of the cohort felt that they had a part to play in coaching others and were keen to encourage others to have the same privilege of experiencing the program.

We at the Academy believe we are at an exciting juncture where we have begun a journey to embed a coaching culture amongst our community and enhance the positivity for our students and families to optimise their full potential.

Mr A Young  
Vice Principal  
Spires Academy

Spires Academy is an exempt charity and a company limited by guarantee registered in England and Wales  
No.06207067  
Registered Office: Bredlands Lane, Sturry, Canterbury, Kent CT2 0HD. VAT Registration No. 134 9378 89

### Discover Your Genius Within (DYGW)

Participants are introduced to an innovative personal development program to identify their Genius.

It uses a powerful combination of advanced life coaching, emotional literacy and mindfulness techniques, underpinned by neuroscience.

The group actively responds to personal challenges as they occur in their daily life.

The learning is dynamic, focused and totally relevant.

2 hours x 8 weeks course.

### Peer Coaches

DYGW Graduates support their peers during and after the training program.

They create a alumni for ongoing support, additional training provides the opportunity, confidence and experience to deliver the *Discover Your Genius Within* program.

2 hours x 8 weeks course.

### Why it works

- **Group Support** - It uses the group dynamic energy to create a safe space and level of trust from the first session, knocking down barriers and building friendships. It creates a deeper level of listening.
- **Real time support** - The whole group actively responds to personal challenges as they occur in the individual participants daily life situations. This makes learning dynamic, focused and totally relevant.
- **Real time application** - Its purpose is to ensure that everyone engages and incorporates that learning into daily life activities. The improvements are instantaneous and tangible.
- **Progression** - Participants feel more confident in themselves to take leadership roles and engage in education, volunteering, employment or training.

Each individuals' physiology changes and has huge impact on their relationship with themselves and others. It's not what you say, who you are, its who you are being.

*Changing mind-sets, attitudes and behaviours*

## Key tools

- **The Power of Thought** - how to change thought patterns to improve wellbeing
- **Levels of listening** - how to listen more deeply and create better connections with others
- **Success breeds success** - together we review participants' successes each week through their Success Diaries to improve self-reflection, and a sense of self-efficacy and self-esteem
- **Setting SMART goals** - creating and achieving goals creates an increased sense of action, self-efficacy, internal focus of control for change and empowerment

## Our collaboration is effective because:

- We are congruent – fully resourceful
- We help clients connect to their innate abilities
- We co-create a collaborative relationship
- We are totally non-judgmental
- We have person centred outcomes
- Based in neuroscience > neuroplasticity > new pathways in the brain > new learning that sticks

# Theory of Change

*Discover Your Genius Within*

**Aim:** To empower, inspire and motivate a change of mind-sets, attitudes and behaviours

<i>Activities</i>	<i>Discover Your Genius Within (DYGW)</i>	<i>Peer Coaches</i>
<i>Outcomes during the course</i>	<ul style="list-style-type: none"><li>• Increased self-esteem</li><li>• Improved life and pro-social skills</li><li>• Improved emotional resilience</li></ul>	<ul style="list-style-type: none"><li>• Improved self-responsibility</li><li>• Modelling a coaching approach</li><li>• Improved confidence</li></ul>
<i>Medium term (within 6 months)</i>	<ul style="list-style-type: none"><li>• Increased motivation and aspiration</li><li>• Better engagement</li><li>• Improved attainment</li><li>• Improved leadership skills</li></ul>	<ul style="list-style-type: none"><li>• Able to support peers</li><li>• Able to deliver a <i>Discover Your Genius Within</i> course</li><li>• Leading a change in the culture of education</li></ul>

**Overall Change:** Changed mind-sets, attitudes and behaviours - improving themselves, their community and society



### Young people today

In the last 12 years we have worked intensively with children, young people, parents and carers and found the theory of Generation Y to be true. This group are generally more sensitive, 'labeled' and respond differently\* and have the following attributes:

- They are very sensitive and 'feel' their way through life
- They can smell 'fake' a mile off and switch off
- They have a very strong sense of justice and compassion
- They have increased familiarity with communication, technology and media

However, you may not believe the potential they have because of some 'attitudes' and 'behaviours' they exhibit.

\* There are some examples within this page [www.parentchampioncommunity.com/emotional-literacy](http://www.parentchampioncommunity.com/emotional-literacy)

**This creates a need for professionals to be congruent and authentic and to meet their clients where they are**

### Connecting with your Genius

A Life Coach believes you have all the answers you need inside and can unlock those with powerful questions. Each person is unique and we have learnt, using this technique with children, young people, parents, carers and the professionals working with these groups, this wisdom can be accessed through Mindfulness techniques. We call this process connecting with your Genius.

### Underpinned by Neuroscience

Facilitative coaching through group meditation/visualization and expansion techniques is the mode of change. Its focus is on creating positive emotional connections between the coachee and everyone. This positivity causes a chemical chain reaction.

It releases oxytocin, which in turn stimulates the production of serotonin and dopamine. Oxytocin, serotonin and dopamine together create feelings of wellbeing, contentment and trust. Feelings of wellbeing, contentment and trust are the optimal criteria for learning and neuroplastic change (Kosfeld et al., 2005).

**If we don't do something different now we run the very real risk of having a lost generation and all the societal costs that go with it**