

learning to learn

Inspiring children by supporting teachers

Update 2

a summary of the project so far and a plan for the future

27/05/09

Introduction

Hello and welcome to the second update of “learning to learn”. You're receiving this because you have expressed an interest in being one of my sponsors – people who are interested in the success of my business. If you don't want these yearly updates then let me know!

The document starts with a summary of last year's update. If you want a copy of that document please let me know.

Then we move on to this last year's work and what has resulted from that, what I have learnt, and where I intend to put my efforts for the next year.

If you have any comments or suggestions that you think will increase my success then please let me know!

Thanks,

Matthew Venn

learning to learn - inspiring children by supporting teachers

Summary of update 1 from 12/03/2008

Marketing

- Website launched at learning-to-learn.org.uk
- on the website; 25 visitors, viewing an average of 2.5 pages each, and staying for 2 minutes on the site. 60% of the visitors came after seeing the poster. 60% of visitors leave after viewing the first page.
- Paper based marketing campaign to 45 primary schools in Southwark

Results

- resulted in one school presentation and one other head teacher interested in coaching
- invited to present to the headteacher and staff at Albion primary school. Penny White (headteacher) offered to pay for any teachers to get involved. No teachers were interested.

Conclusions

- headteachers may be willing to pay for their staff to have coaching out of the staff development budget
- even when coaching is free, teachers are not interested enough to try coaching
- my presentation skills need more work

Next steps

- more market research, how to appeal to headteachers and staff. Do my best to have a meeting with Penny White and get through to the staff to get feedback.
- create a new message specifically directed to headteachers: why you need a life coach for you and your staff
- work on presenting to teachers,
- offer free sessions to get experience (venues: fare shares, libraries, charities).
- get more experience by working locally in the community (mentoring with CASP) and continue to extend my offer of coaching to those around me.
- create a video for the website – increase 'stickiness' of the website
- think about a staff development day – coaching, voice coaching, NVC,
- get coaching for me and the business
- create sponsor group: Mum and Dad, Sam, Charlie, Ross, Jane, Bob.
- get more involved with business coaching as this could provide more evidence of my skills.

Update 2

Work undertaken to address intentions from previous update

- More market research: I now work daily in a primary school and have applied for paid work. This is excellent news because getting paid is becoming more important.
- Create a new message specifically directed to headteachers: an email campaign was created and mailed to 45 primary schools
- work on presenting to teachers: 6 workshops were run with adults
- get more experience by working locally in the community: volunteering at a youth club
- think about a staff development day: 6 inset day workshops created and tested.
- create sponsor group: created
- get more involved with business coaching: ran a business team work workshop for Southwark volunteer centre.

Marketing

- 24 new posts on website,
- 610 visitors looking at about 2.5 pages each,
- 25% of all traffic is direct, 50% is from search engines
- top search is 'learning to learn',
- regular posts on gumtree to advertise my workshops and coaching,
- email based marketing campaign,
- written an article that uses evidence from research: how coaching can support "learning to learn" in schools.

Results

- email based marketing campaign didn't result in a single lead!
- Perseverance resulted in coaching sessions with local headteacher,
- these coaching sessions resulted in the teacher staying at the school instead of leaving due to communication issues,
- website yielded a contact at a school in Essex. I am working on a series of workshops for “increasing parental investment in children's learning”. A successful pilot will result in more work in the school
- community work resulted in getting a commission to design and run a creative teamwork workshop. This was very successful and may result in more work.
- Working daily with teachers gives me a lot of insight and ideas, as well as more 'believability',
- working daily with teachers really does allow me to “inspire children by supporting teachers”.
- I found that “learning to learn” exists as a term within education already! This can cause confusion. Not sure what to do about this.
- I now feel much more confident in running and facilitating excellent workshops.
- I have experienced the power of working in groups, and this is inspiring.
- One of my sponsors has given me links to a school in Kent where I may start working with the senior management team.
- I have found a job role called 'learning mentor' that appeals to me. This job is related to working with children's learning, but could also widen out to include staff.
- Met some people who are interested in contributing their ideas and time for thinking about how best to make “learning to learn” work.
- I have a mailing list of 15 people who have expressed an interest in future workshops.

Conclusions

- Teachers are very busy and are very unlikely to pay for coaching.
- By immersing myself in the environment I am much more likely to come up with really good, useful and applicable ideas,
- Focus on senior management for coaching.
- Workshops are looking like a good way forwards.
- I need more experience, more contacts and more success stories to really get traction.

Next steps

- Get a testimonial from headteacher at local school.
- Consider writing a case study on my work with the headteacher.
- Get an article published in an educational journal.
- Continue working as a TA and look for work as a learning mentor.
- create a video like “did you know” but for education - see <http://learning-to-learn.org.uk/blog/2009/05/05/did-you-know/>
- Continue running free workshops to practice my facilitation and build contacts.
- Continue to network and market via word of mouth and the website in order to get more coaching work with head teachers and senior management.
- Keep working on building my “believability”.
- Resolve the name of my business – keep “learning to learn” or switch?