

Me Power
Academy®



Well-being and Performance

Me Power® Coaching

Certificate for Parents

Support your children to succeed
and thrive in a challenging world



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About the Me Power[®] Academy...

We live in a challenging world. Children and young people face many pressures and obstacles. It can feel more difficult than ever to fulfil their potential.

Our simple, practical and award-winning programmes are proven to:

- Improve exam grades
- Enhance well-being
- Improve Further and Higher Education entrance and course performance
- Improve employability
- Help people be their best in education and life

If you would like to find out more about how we can help you, please contact us via our website:
www.mepoweracademy.co.uk

You can email us on:
mepower@mepoweracademy.co.uk

100+
years

collective experience
applying cutting-edge
science in the
real-world

We help

10,000s

of people to
be their best

Award
Winning

Advised
Government and
think-tanks

Featured in
The Sunday Times,
The Sunday Telegraph,
People Management
and T.E.S.

Based on
the best
available
science

The benefits people report from the Me Power[®] School Success programme...

"I learned how to respond to failure and build from these failures to achieve success."



"When I was in English lessons it felt like I was drowning. I would have been happy to settle for Bs. But by using these techniques, I was able to get A*s in both Literature and Language."



"There are so many distractions but this has taught me how to focus."



"... it's lifted a weight off my shoulders."



"Using Me Power has helped me break difficult subjects down and get better at them, one small piece at a time."



"Understanding how learning happens and using this to change the way I revise has made all the difference."



"I used to get very nervous before exams but now I know why that is and I have techniques to deal with it."



"I only wish I'd started Me Power earlier. It's helped me not just in my schoolwork but in my sport and the way I get on with my family."



"Now I feel like I'm in charge of how I use my phone, instead of it being in charge of me."



"It's helped me understand why I'm good at the things I'm good at, why I'm not at the things I'm not and how to get better at both."



"It teaches you how to have a goal, and how to keep doing things to achieve that goal even when you don't feel motivated."

"I used to spend hours at my desk being unproductive and worrying about that. Now I'm much more efficient and effective in every subject."



"I wanted As and Bs but in my mocks I got Cs and Ds. I used Me Power and ended up with A*s and As."



"Me Power taught me how to respond to failure and build from these failures to achieve success."



"I started doing Me Power in Year 11 and now I'm at medical school, and I don't think I would have or it would have been a lot harder if I hadn't had Me Power."



"I don't know what I would have done without it. I would be freaking out about my exams right now."



Well-being and Performance Me Power[®] Coaching Certificate for Parents

We teach parents how to use the best science to help their children build more helpful habits so they can achieve their goals, succeed and thrive.



Here is an overview of how we will teach you to help your children fulfil their potential. You will learn how to make it easier for them to achieve their goals:

Step One - Identify their Vital Habits

STEP ONE: First you will learn how to help your children understand how their brains work. Then using our proprietary self-knowledge tools you will help them to **analyse their current habits, and identify the unhelpful thinking and behaviours that are stopping them fulfilling their potential.** The types of habits (vital habits) young people typically need to strengthen and improve to be at their best more often are connected to the following: **improving diet, exercise and sleep for better brain performance; better stress management; spending less time thinking unhelpful thoughts; performing well under pressure; being productive; building and maintaining robust levels of confidence; better concentration, learning, revision and exam performance.**



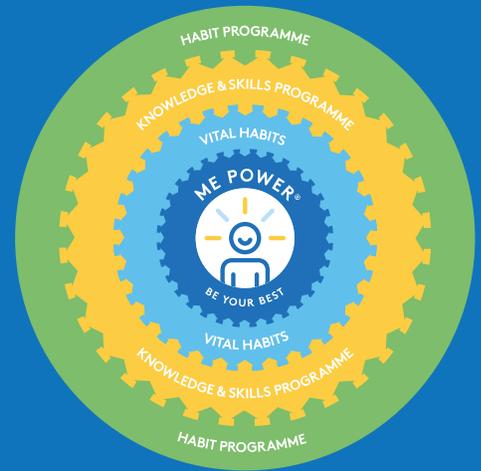
Step Two - Learn the knowledge & skills to build their Vital Habits

You will learn how to help children **acquire the knowledge and skills they need to build and strengthen their vital habits.** You will use proprietary Me Power[®] insights to teach your children simple and practical skills to build new resilience, well-being and performance habits.



Step Three - Create a habit programme to secure their new habits

You will learn how to help your children build new helpful habits, using our proprietary insights and tools. These include our S.W.A.P.® Cycle, T.R.A.I.T.® Habit model, 9 Action Factors (learn more below) system and Performance Planner. This will make it easier for your children to fulfil their potential, and your family to succeed and thrive.



The '9 Action Factors Model' for successful Behaviour Change

Why do people do what they do?

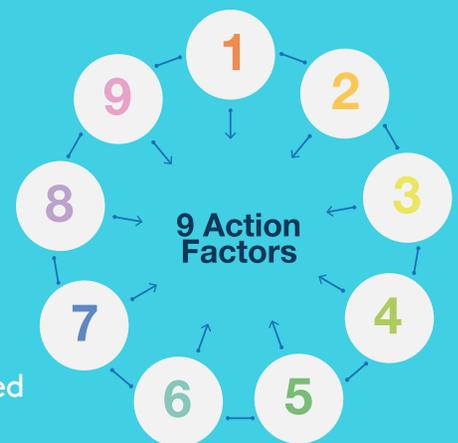
How can we use insights from science to change our behaviour?

Providing effective answers to the above questions is not easy. Most efforts to create change are unsuccessful.

To help you achieve successful and sustainable change we have created our proprietary 9 Action Factors model. There are more than 200 rules that underpin the model. They make it easier for your children to activate all 9 Action Factors and build sustainable new habits. **This means we help you create the desired behaviour changes that make it easier for your family to achieve its goals.**

Here is an overview of the 9 core areas:

- 1) Mindset
- 2) Habit Factor
- 3) Brain State Optimisation
- 4) Personal Motivation
- 5) Personal Knowledge and Skills
- 6) Community Knowledge and Skills
- 7) Social Influence
- 8) Rewards and Penalties
- 9) Environmental and Digital External Triggers



Me Power[®]
Coaches learn
how to
guide their
children through
this simple
three step cycle:

1

You teach your child (more) about how their brain works. Then use our proprietary self-knowledge tools to analyse their current habits, and identify the unhelpful thinking and behaviours that are stopping them fulfilling their potential.



3

Teach your child how to build new helpful habits, using our proprietary insights and tools. Including our S.W.A.P.® Cycle, T.R.A.I.T.® Habit model, 9 Action Factors system and Performance Planner.

2

Use Me Power® insights to teach your child the new knowledge and skills that will allow them to build their new resilience, well-being and performance habits.

The Me Power[®] Coach curriculum

Our engaging, interactive, gamified, high-impact 1:1 coaching, online training and physical resources (delivered by post) will teach you the simple and practical skills to help yourself, children and family succeed and thrive.

“As soon as he comes through the door, he just wants to get on with his homework. I can’t believe it’s the same boy!”

A parent who has benefitted from our programmes.



The programme is structured over 12 Levels:

Level 0 - A.P.E. Brain H.A.C.[®]: Build better diet, exercise & sleep daily

The big dominant part of your brain – the A.P.E.[®] – can be your arch enemy and make life difficult. But you can use Will Power to beat the A.P.E. Brain[®]. In Level 0 you will learn about resilience from the story of NASA scientist Mary Jackson. We will also teach you about your brain, and show you **how to build better diet, exercise and sleep habits**. This will boost Will Power and make it easier to be healthy, happy and at your best.

Level 0 content:

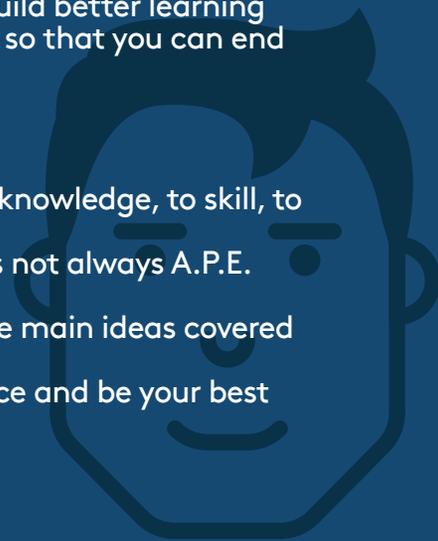
- Audio Book - Learn how to be your best more often
- Audio Guide - Secure and enhance your understanding of the main ideas covered in Level 0
- Planning Tool - The D.E.S. S.W.A.P.[®]: Learn how to build better sleep, diet and exercise habits every day

Level 1 - Mindset H.A.C.[®]: Improve confidence every day

Your abilities are not fixed, and your potential is not limited. You can improve. This level will show how learning changes your brain. To help you build better learning habits this level will also teach you how to use The Big Finish[™] so that you can end every day well, **plan to improve daily** and be your best.

Level 1 content:

- Animation - Learn how you can become better at anything
- Interactive Lesson 1 - Learn how to move your learning from knowledge, to skill, to habit
- Interactive Lesson 2 - Understand why learning new things is not always A.P.E. Brain[®] friendly
- Audio Guide - Secure and enhance your understanding of the main ideas covered in Level 1
- Planning Tool - The Big Finish[™]: Learn how to build confidence and be your best every day



Level 2 - Build Better Habits: Improve your performance every week

Most of what you do is a habit. This means that unhelpful thoughts and actions such as: low confidence; becoming distracted; worrying; giving up easily ...can be hard to change. This level will show how to change your unhelpful habits. It will teach you what is going on inside your brain, and how you can build better habits to improve your health, happiness and school grades. **You will learn from The Simpsons, and how to reflect on your week to build better habits** so that you can be at your best.

Level 2 content:

- Animation - Learn how habits work
- Interactive Lesson 1 - Learn how to build new habits
- Interactive Lesson 2 - Learn the difference between Planning habits and Action habits
- Audio Guide - Secure and enhance your understanding of the main ideas covered in Level 2
- Planning Tool - The Weekly Reflection Plan™: Learn how to reflect on your week to build better habits
- Section 1 Summary - Secure and enhance your understanding about the connections between the main ideas covered in Levels 0, 1 and 2

Level 3 - Motivation H.A.C.®: Create your F.A.M.® Story to boost your motivation & personal drive

You can build better habits to beat the A.P.E.® and H.U.E.® but you need to be motivated. Motivating yourself can be difficult. This level will show you how to motivate yourself. **It includes motivational lessons from Walt Disney and JK Rowling.** It shows how to create your own F.A.M. Story Iceberg™ so that you can **connect your long-term, medium-term and short-term goals**, making improved motivation a habit.

Level 3 content:

- Animation - Learn the importance of setting goals
- Interactive Lesson 1 - Learn how to motivate yourself
- Interactive Lesson 2 - Learn how to build your own F.A.M.® Story
- Audio Guide - Secure and enhance your understanding of the main ideas covered in Level 3

Level 4 - Focused Timeline™: Improve your organisation habits

Having motivation is not enough, because a goal without a plan is just a wish that won't come true. This level will teach you why planning is important. It will use insights from the **Brontë Sisters** and **world champion boxer Anthony Joshua**. It will show you how to use the Focused Timeline™ so that you can **plan efficiently and effectively**, and take more control over your own life and fulfil your potential.

Level 4 content:

- Animation - Learn the importance of planning
- Interactive Lesson 1 - Learn why planning improves Will Power and makes personal progress easier
- Interactive Lesson 2 - Learn how to use the Focused Timeline™ to turn your F.A.M. Story Iceberg™ into a plan
- Audio Guide - Secure and enhance your understanding of the main ideas covered in Level 4
- Section 2 Summary - Secure and enhance your understanding about the connections between the main ideas covered in Level 3 and Level 4

Level 5 - H.A.C. Stress & manage Confidence: Improve your confidence to successfully tackle challenges and setbacks

Unhelpful levels of stress can be demotivating, and can stop you fulfilling your potential. This level will show what causes stress, how your body and brain respond, and how confidence can be used to manage stress. Learn how even the most successful people criticise themselves – **including film star Kate Winslet** – and how to put challenges into perspective to **manage stress and improve success** with the Confidence Profile™.

Level 5 content:

- Animation - Learn about the different components of your confidence
- Interactive Lesson 1 - Learn why life can be stressful
- Interactive Lesson 2 - Learn how to begin improving your confidence by using the Confidence Profile
- Audio Guide - Secure and enhance your understanding of the main ideas covered in Level 5

Level 6 - Build and Maintain Confidence: Use confidence skills to enhance your happiness

Managing your confidence can be challenging. This level will show simple and practical confidence management skills that will improve confidence levels; even in your most difficult subjects. **Learn how Olympic champion Jessica Ennis-Hill took control of her emotions and confidence.** We will show you how to use our K.O.S.Y.® and F.A.B.® **confidence and emotional management techniques** to make life easier.

Level 6 content:

- Animation - Learn how to build your confidence
- Interactive Lesson 1 - Learn how to stabilise your confidence when life is difficult
- Interactive Lesson 2 - Learn how to use the K.O.S.Y.® Confidence Builder
- Audio Guide - Secure and enhance your understanding of the main ideas covered in Level 6
- Section 3 Summary - Secure and enhance your understanding about the connections between the main ideas covered in Level 5 and Level 6

Level 7 - Productivity H.A.C.®: Create Will Power Stories™ to improve daily productivity

The A.P.E. Brain® and H.U.E.® make us procrastinate on tasks that don't give immediate rewards. Then, when we miss a deadline or do not produce our best work, they tell us that we are useless. **Learn how to build better productivity habits from Charles Darwin and Charles Dickens.** We will show you how to use the Will Power Story™ tool so that you take more control of your life.

Level 7 content:

- Animation - Learn how to create a Will Power Story to boost your productivity
- Interactive Lesson 1 - Learn the productivity secrets of successful people
- Interactive Lesson 2 - Learn how to be more productive
- Audio Guide - Secure and enhance your understanding of the main ideas covered in Level 7

Level 8 - Activation H.A.C.®: Build better focus and relaxation habits

Concentrating effectively when you need to, and relaxing properly can be difficult because the A.P.E.® and H.U.E.® only like to do what they find immediately rewarding. To help you to improve your focus and your downtime we will teach you about Activation®. **You will learn from the New Zealand All Blacks.** You will learn how to use our Activation H.A.C. Plan® so you can achieve the right Activation Level for the right task. This will make it easier to both focus and also relax.

Level 8 content:

- Animation - Learn about the three key parts of concentration
- Interactive Lesson 1 - Understanding your ideal Activation Levels
- Interactive Lesson 2 - Learn how to H.A.C. Activation®
- Audio Guide - Secure and enhance your understanding of the main ideas covered in Level 8

Level 9 - Learning H.A.C.®: Build better learning habits

Truly fulfilling your potential will take thousands of hours of deliberate or focused practice. Unsurprisingly the A.P.E.® and H.U.E.® do not find this particularly enjoyable. This level will show how you learn, what stops you from learning and how to improve learning. We share insights from **Thomas Edison** and **Marie Curie**, and use our Learning Strengths Plan™ to help you to **build better learning habits** so that you can fulfil your potential.

Level 9 content:

- Animation - Learn how to improve your concentration and learning
- Interactive Lesson 1 - Learn how to optimise how you learn (part 1)
- Interactive Lesson 2 - Learn how to optimise how you learn (part 2)
- Audio Guide - Secure and enhance your understanding of the main ideas covered in Level 9
- Section 4 Summary - Secure and enhance your understanding about the connections between the main ideas covered in Levels 7, 8 and 9

Level 10 - Revision H.A.C.®: Build revision habits for improved exam performance

Revising really well is difficult, because good learning and good revision are not always the same. To help you prepare for exams as well as you can, this level will show you how to revise in a way that maximises your exam performance. **Learn from the double Olympian Jonny Brownlee and King George VI.** Use our Revision Confidence Builder™ to **improve your revision performance and your exam grades.**

Level 10 content:

- Animation - Learn how you can improve your revision
- Interactive Lesson 1 - Learn how to practice to perform in exams
- Interactive Lesson 2 - Learn how to use the Revision Confidence Builder™
- Audio Guide - Secure and enhance your understanding of the main ideas covered in Level 10

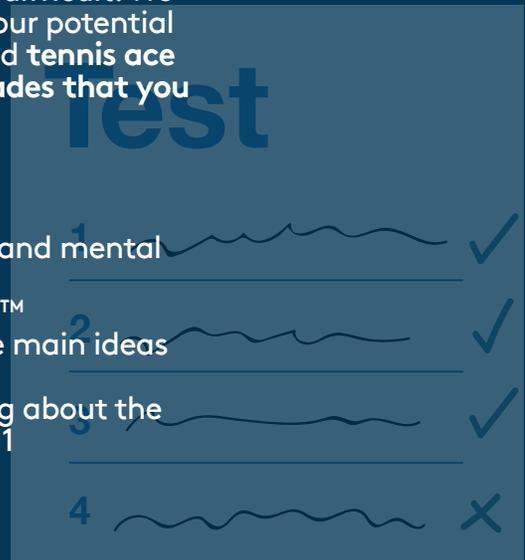


Level 11 - Exam H.A.C.®: Build better exam performance habits

Performing to your best under the pressure of an exam can be difficult. We will show you how to handle pressure so that you perform to your potential in these situations. Learn from rugby star Jonny Wilkinson and tennis ace Serena Williams. Use our Exam H.A.C. Plan™ to secure the grades that you deserve.

Level 11 content:

- Animation - Learn how to plan for exam success
- Interactive Lesson 1 - Learn how to build an optimal physical and mental routine for exam success
- Interactive Lesson 2 - Learn how to use the Exam H.A.C. Plan™
- Audio Guide - Secure and enhance your understanding of the main ideas covered in Level 11
- Section 5 Summary - Secure and enhance your understanding about the connections between the main ideas covered in Levels 10 and 11



The Well-being and Performance Me Power Coaching Certificate - Benefits

For Parents:

Parents who participated in this training have reported many benefits and positive outcomes:

- Building their confidence to successfully support their children.
- Helping themselves to be healthier, happier and at their best more often at home and work.
- Cited their Me Power training as key to helping them advance in others areas of their lives.

- Helped them to help their children develop a set of transferable life skills that make it easier for them to:

- Build better sleep, diet and exercise habits
- Improve confidence
- Build new helpful habits that make being successful easier
- Boost motivation and personal drive
- Be more productive – including developing more balanced usage of phones, internet and games
- Improve concentration
- Learn more efficiently and effectively
- Optimise revision
- Improve exam results

They gain:

- The expertise and confidence to help yourself succeed and thrive.
- The expertise and confidence to help your children and other young people succeed and thrive.
- A certificate to show they can help children and young people to enjoy enhanced well-being and perform better in their education and exams.
- Their name is added to our database of certified Me Power[®] Coaches.
- Highly effective planning and reflection resources.

Programme structure and cost

To gain your Me Power Coaching Certificate, you will work through a **structured online training programme** and receive **monthly 1:1 coaching sessions** from Me Power's Head of Education, Andrew Foster (MA Cantab.).

OPTION 1 - You will cover the following areas over a SIX month period. Weekly time commitment = approximately 1 hour

OPTION 2 - If you want to complete the programme **FASTER** you can cover the following areas over a **THREE** month period. Weekly time commitment = approximately 2 hours

Month 1

Level 0 – A.P.E. Brain H.A.C.®: Build better diet, exercise & sleep daily

Level 1 – Mindset H.A.C.®: Improve confidence every day

- 1 hour private 1:1 with Andrew Foster – Me Power's Head of Education
- Weekly Q&A support
- Level 0 and Level 1 workbooks

Month 2

Level 2 – Build Better Habits: Improve your performance every week

Level 3 – Motivation H.A.C.®: Create your F.A.M.®Story to boost your motivation & personal drive

- 1 hour private 1:1 with Andrew Foster – Me Power's Head of Education
- Weekly Q&A support
- Level 2 and Level 3 workbooks

Month 3

Level 4 – Focused Timeline™: Improve your organisation habits

Level 5 – H.A.C. Stress & manage Confidence: Improve your confidence to successfully tackle challenges and setbacks

- 1 hour private 1:1 with Andrew Foster – Me Power's Head of Education
- Weekly Q&A support
- Level 4 and Level 5 workbooks

Month 4

Level 6 – Build and Maintain Confidence: Use confidence skills to enhance your happiness

Level 7 – Productivity H.A.C.®: Create Will Power Stories™ to improve daily productivity

- 1 hour private 1:1 with Andrew Foster – Me Power’s Head of Education
- Weekly Q&A support
- Level 6 and Level 7 workbooks

Month 5

Level 8 – Activation H.A.C.®: Build better focus and relaxation habits

Level 9 – Learning H.A.C.®: Build better learning habits

- 1 hour private 1:1 with Andrew Foster – Me Power’s Head of Education
- Weekly Q&A support
- Level 8 and Level 9 workbooks

Month 6

Level 10 – Revision H.A.C.®: Build revision habits for improved exam performance

Level 11 – Exam H.A.C.®: Build better exam performance habits

- 1 hour private 1:1 with Andrew Foster – Me Power’s Head of Education
- Weekly Q&A support
- Level 10 and Level 11 workbooks
- Receive your Me Power® Coaching Certificate

Cost for one person to train:

OPTION 1 (6 months) – £299 per month* (Total – £1794 inc VAT)

OPTION 2 (3 months) – £598 per month* (Total – £1794 inc VAT)

***Pay in ONE instalment and get a 5% discount off the total.**

If you would like to find out more
about how we can help you,
please contact us via our website:
www.mepoweracademy.co.uk

You can email us on:
mepower@mepoweracademy.co.uk