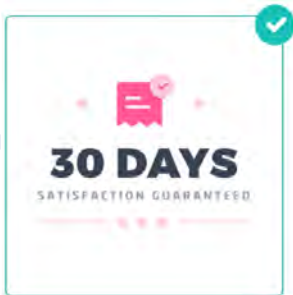
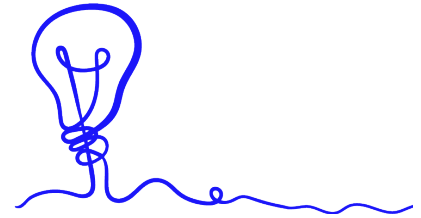


Help Your Child to Learn with Mike Gershon: Course Brochure



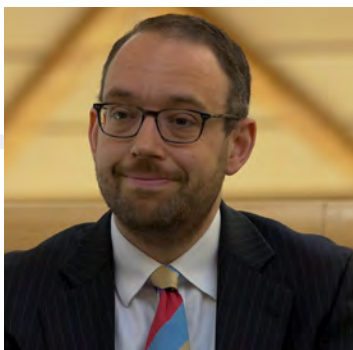
**Help your child
to learn** with
Mike Gershon

The Help Your Child to Learn Guarantee



When I created the course, my aim was to give parents a complete solution to helping their child to learn. I wanted to develop a holistic package that supports parents and helps them to transform their understanding of learning and what they can do to help their child. I'm confident the course delivers that, and I want every parent who comes to the course to feel confident they are making a risk-free investment in themselves and in their child's future. That's why I've put in place a 30-day satisfaction guarantee for every purchase. So, if you're not completely happy with your purchase for any reason, simply ask for your money back within the first 30 days.

I want you to feel totally confident that the course is right for you and your child. That's why I've made the first section of the course completely free for any parent who wants to access it. You can watch the videos, explore the guide, read the cheat sheet and look through the course workbook. I want you to be able to get a feel for the course before committing to a purchase. I think this gives you a great insight into what the course is like, how good the materials are, and just how much it can help you and your child. You can view all elements of the first section by visiting the course sales page: <https://mikegershon.teachable.com/p/helpyourchildtolearn>. You don't have to make a purchase or any kind of commitment. Simply scroll down to the course curriculum section and you will find the preview is ready and waiting for you to take a look.



I firmly believe that my course, Help Your Child to Learn with Mike Gershon, gives parents a fantastic insight into learning, how it works and what any parent can do to support their child. But I also know that parents will have questions - and rightly so. If, after looking through the website, reading this brochure and trying out the course preview, you have any questions remaining about the course, simply use the contact form on the website to drop me a line. It'll be great to chat, and I'll do my best to answer any questions you have. I look forward to hearing from you.

How the Course Works

The course is divided into ten sections:

	Introduction: Helping Your Child to Learn		Playing
	Fostering Learning		Mental Maps
	Thinking Tools and Techniques		Telling Stories
	Speaking and Listening		Creative Thinking
	Language		Learning Together: You and Your Child

For each section, there are videos and a written guide. The videos help you to understand why this area of learning is important. The guides give you practical strategies, activities and techniques you can use to help your child to learn.



How you use the course is up to you. You can watch all the videos, then read the guides. Or, you can watch the videos from one section before reading the accompanying guide. Alternatively, you can read all the guides first, then watch the videos.

I have set the course up so it flows from start to finish. However, if you want to jump ahead to some of the sections that stand out for you, then feel free.

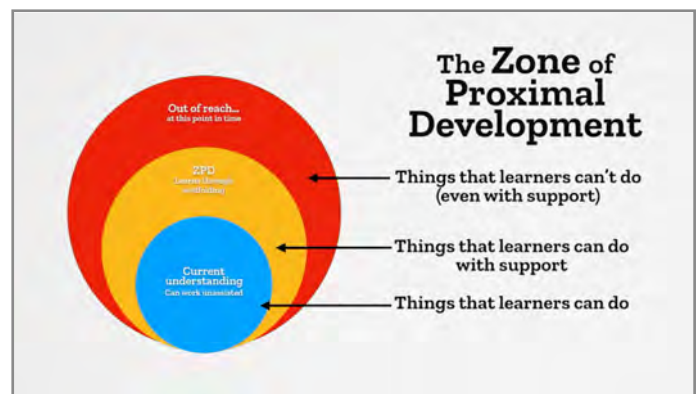
The most important thing is that you find the way that works for you.

Take a peek at the videos...



In the first section, we introduce the course. Here you'll find out about the three golden rules that every parent can follow to help their child to learn. Don't forget, you can access all the Section 1 videos for free via the preview.

Section 2 focuses on fostering learning. Two of the key concepts we explore are scaffolding and modelling. These are some of the simplest and most powerful tools any parent can use to support their child and help them to learn.



Thinking tools and techniques are at the heart of Section 3. We examine the role of working memory in learning, what this means for your child, and how you can show your child simple techniques that will help them to learn more effectively.

The fourth section explores the importance of speaking and listening. You'll find out about the role of verbal rehearsal and come to understand a little more about how questions work, as well as their underlying structure.



Take a peek at the videos...



In the fifth section, we turn our attention to language. Literacy is fundamental to nearly all learning. Here, we'll start to explore what that means in terms of reading and writing, as well as linking back to speaking and listening.

Section 6 looks at play. We begin by thinking about why play is such a crucial part of any child's development. Then, we move on to examine the relationship between play and imagination, including how play provides space for exploration.



Mental maps is the focus of Section 7. We'll look at how we know things and how parents can think usefully about the knowledge and understanding their children develop. As part of this, we'll take some time to explore the idea of thought spectacles.

The eighth section looks at stories and storytelling. You'll find out how stories are used to embed abstract ideas and the different ways your child learns through reading, hearing and watching stories. We'll also examine how stories can aid memorisation.



Take a peek at the videos...



In the ninth section, we turn our attention to creative thinking. We begin by looking at whether anyone can be creative (spoiler alert: the answer is yes!), before exploring a range of different techniques and ideas that promote creativity.

We conclude the course with a summary video that returns to the golden rules and reviews much of what has come before. This is a chance to reflect on your journey, how you have developed your knowledge and understanding, and to think about what happens next.



Help Your Child To Learn: Video List

Helping Your Child to Learn: Introduction

Video 1: What is learning?
Video 2: The Golden Rules
Video 3: Intrinsic v Extrinsic Motivation

Mental Maps

Video 24: How do we know things?
Video 25: Concepts and Categories
Video 26: Different Maps of the Same World
Video 27: Thought Spectacles

Fostering Learning

Video 4: How can you help learning to happen?
Video 5: Experience and Stimulation
Video 6: Scaffolding Learning
Video 7: Modelling Learning

Telling Stories

Video 28: Can you tell me a story?
Video 29: Using Stories to Make Sense
Video 30: Stories and Remembering
Video 31: Ideas Within Stories

Thinking Tools and Techniques

Video 8: What are thinking tools?
Video 9: The Limits of Working Memory
Video 10: Minds in Society
Video 11: Signs and Symbols in Everyday Life

Creative Thinking

Video 32: Can creativity be learned?
Video 33: Playing Around with Things
Video 34: Making the World Anew
Video 35: Creativity Across Subjects

Speaking and Listening

Video 12: How important are speaking and listening?
Video 13: Talking, Talking, Talking
Video 14: Verbal Rehearsal
Video 15: Asking Questions

Learning Together: You and Your Child

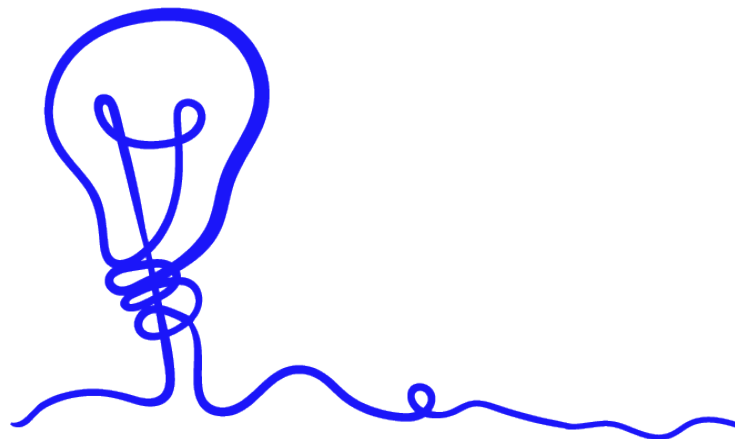
Video 36: You and Your Child

Language

Video 16: Do we live in a world of words?
Video 17: The Role of Reading
Video 18: The Relationship Between Speech and Writing
Video 19: Owning Language

Playing

Video 20: Why is play important?
Video 21: Learning Through Play
Video 22: The Development of Imagination
Video 23: Exploring This World and Other Worlds



Help Your Child to Learn: Guides 1-5

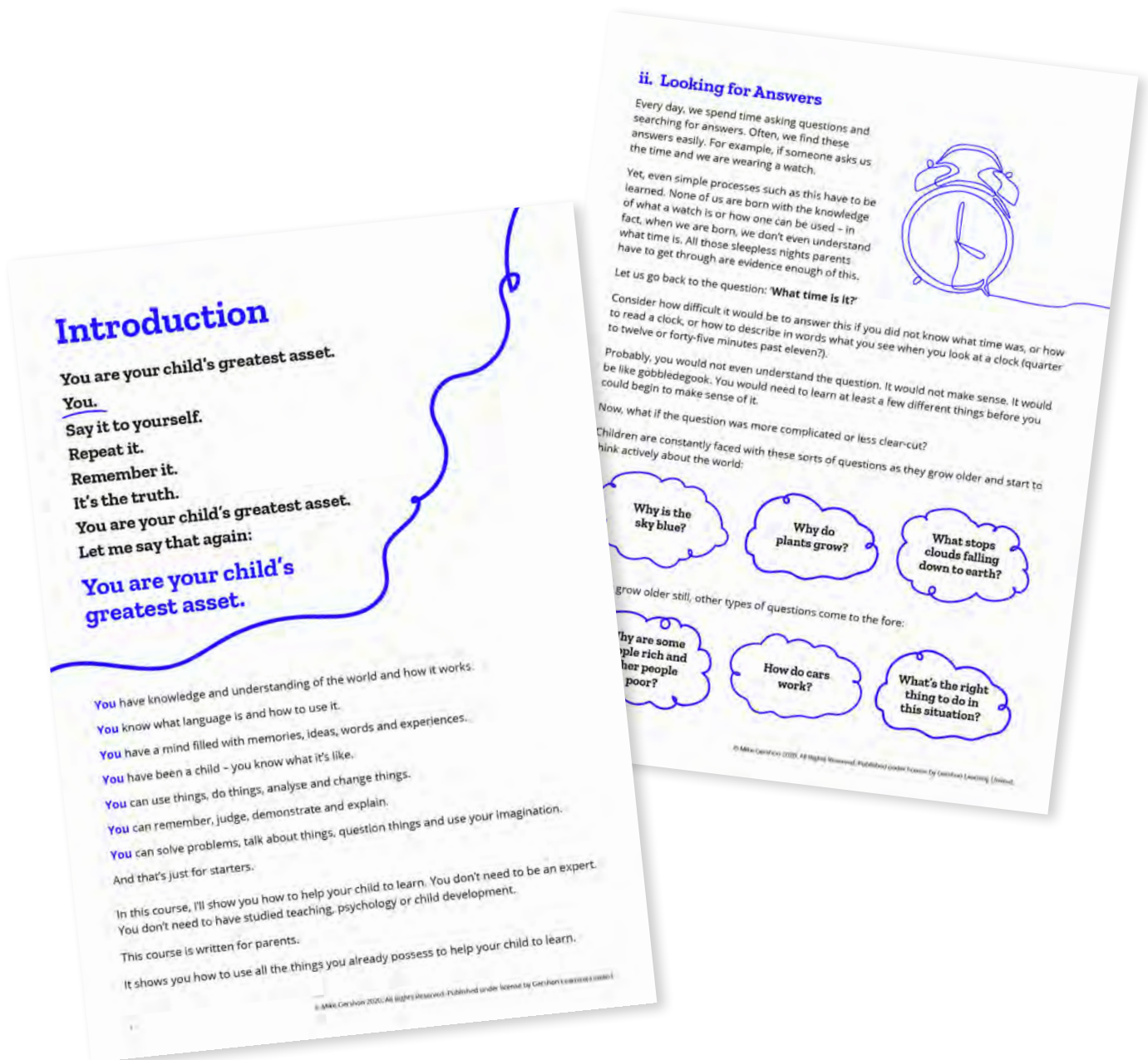


Help Your Child to Learn: Guides 6-10



Take a look inside the guides...

Each section comes with a bespoke, beautifully designed guide. These complement the videos, giving you a collection of strategies, activities and techniques you can use with your child. The guides are clearly written, easy-to-use and filled with insights.



Take a look inside the guides...

Each guide runs to around twenty pages in length and contains six key strategies, activities and techniques. That means you'll have a complete compendium of tools you can use to help your child to learn. The practical strategies connect closely with the ideas and insights presented in the videos.

Strategies, Activities and Techniques

i. Reading Aloud

It seems obvious and it is; reading aloud is a sure-fire way to spend creative, enjoyable time with your child while also helping them to develop their speaking and listening skills.

Reading is a necessity for any child (and, we might argue, for any adult). It improves your understanding of language, enlarges the imagination, gives an insight into ideas, people and places far from your own life, challenges your beliefs, and brings forth the full range of human emotions. For me, reading is one of life's greatest joys.

Reading aloud with children draws them into this readily available pleasure. At the same time, it encourages them to listen carefully and attentively (I can attest from experience that a reliable way to bring any audience to silence, however unruly, is to tell them a story).

Having seen and heard their parent read to them, a child is ready to take on the mantle of storyteller themselves. In so doing they are able to practice speaking. This extends beyond learning correct pronunciation. It also includes intonation, pace, expression, tone, accent, dramatic licence and projection. The text is just the start – it is up to the reader how they choose to use it.

Here are ten different ways you can read aloud with your child:

1. Parent reads to child, both following the book.

This gives your child the opportunity to connect the sounds they are hearing to the words and pictures they are seeing in the book.

2. Child reads to parent, both following the book.

This lets your child practise reading while you act as a safety net. They know that you can see the words and that they can turn to you for help as and when they need it.

3. Parent reads to child, book cannot be seen by child.

This allows your child to immerse themselves in the story. They can focus all their attention on the words you are speaking. They can let their imagination run away with them and come up with images and thoughts based on your reading.



ii. Read Along and Finish Off

Stories provide imaginative spaces in which children can explore ideas and possibilities. When you read to your child, or when they read on their own, they are both decoding and making sense of the words that constitute the story and stepping into the imaginative world the author has crafted through the use of words. These twin processes reflect the fact that we both decode language and interpret it. When you read a sentence, you recognise the words as individual items with which you are familiar, but you also interpret the meaning of the sentence, based on your prior experience, knowledge and understanding.

As children read changes as they grow older. The three most significant changes that parents notice are:

Changes in the types of books children read.

Changes in the complexity of the books children read, in terms of language, themes, characters, plot and place.

Changes in how children read. Often reading becomes a more private, independent act, having previously been a joint act between you and your child.

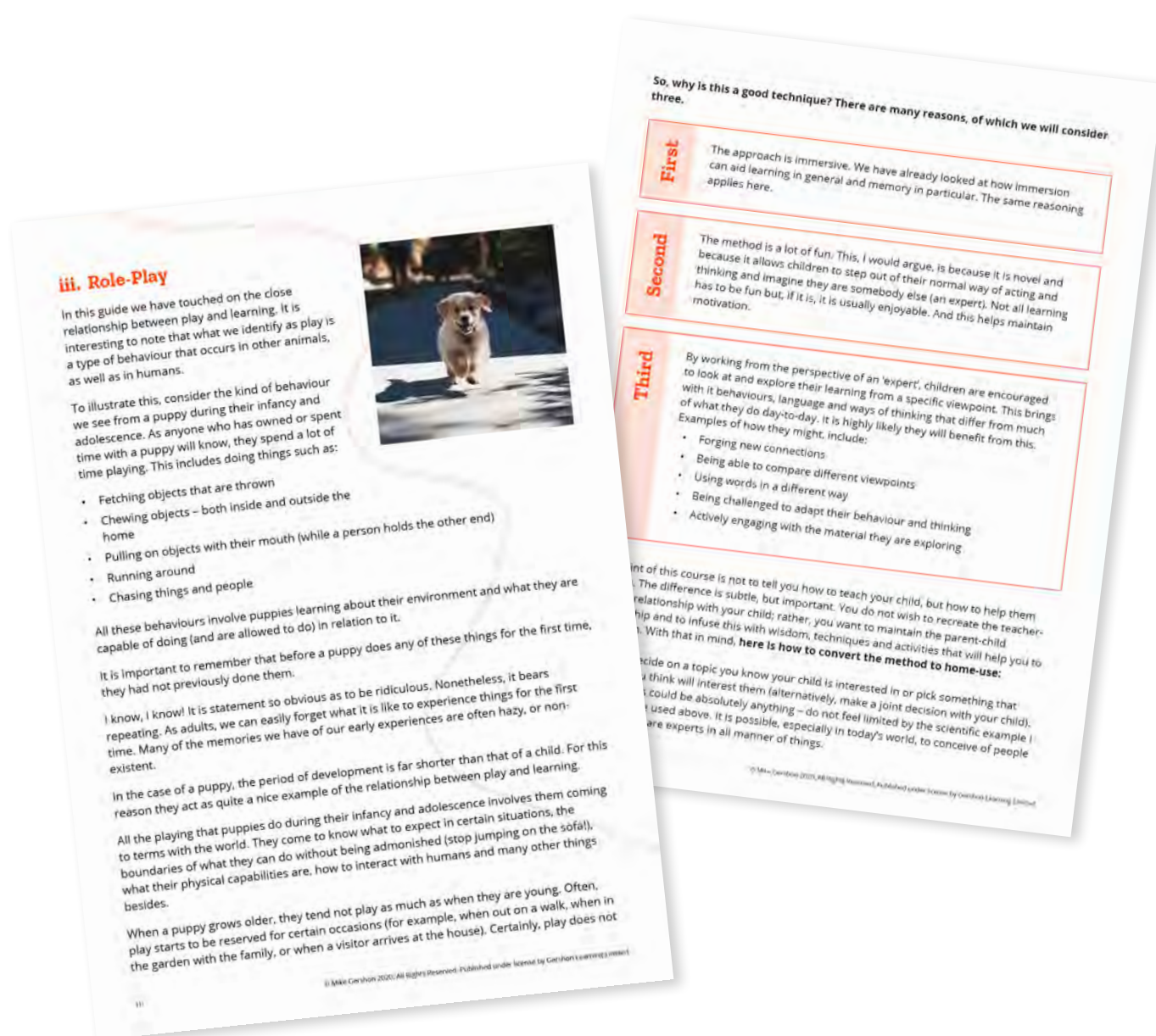
These changes reflect children's learning and development. Spot the Dog is a suitable book for young children, but it is not so suitable for older children. This is because younger children arrive at a text with different prior experiences, different knowledge and skills, and different degrees of proficiency around language use.

As they grow, their interests change, reflecting their developing maturity, as well as the nature of their experiences and interactions with the world. A very young child's world is quite small, heavily focussed on the home as well as the nursery or nursery. Older children's worlds grow steadily larger. They go to school, they involve contact with a much wider group of children, as well as with other adults. One element of development, then, is an increasing engagement with the society and culture in which a child lives. Over time, their world grows from something quite small and closely bound up with their immediate family,

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Take a look inside the guides...

The guides have been written with flexibility in mind, taking account of the fact that all children, and all parents, are individuals. Every practical idea presented in the guides can be adapted and modified so it works for you and your child. While the ideas are explained clearly, they are not set in stone. How you use them is up to you.



Take a look inside the guides...

Nearly all the strategies, activities and techniques require no or minimal resources. That means you won't have to spend lots of time and money getting things ready. Instead, you'll find the practical ideas are good to go. Meaning you can spend more time interacting with your child, and having fun together while you're helping them to learn.



Bonus Content: Cheatsheets



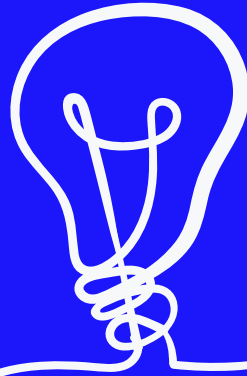
At the end of each section you'll find a cheat sheet. This is a one-page summary containing the key points from the section, along with a reminder of the six practical strategies, activities and techniques. The cheat sheets are designed to be easily printable, meaning you can run off copies and have them to hand, accessible even if the internet isn't available.

Bonus Content:

Course Workbook



The course workbook supports you through your learning journey. For each section, there is space to make notes and write down ideas, as well as a sequence of three reflective questions designed to get you thinking about learning and your own experiences. You can print off the course work book and fill it in by hand, or you can use the editable PDF to keep track of your learning online.



Sign up today and gain full access.

Join Mike and start your journey.

Help your child to learn, grow and flourish.

<https://mikegershon.teachable.com/p/helpyourchildtolearn>

<https://helpyourchildtolearn.com/>



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