

# Why STEPS is the best institute for your child?

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### **Section 1: Math's & English Pay More Than Any Other Subject!**

Almost every single job now requires a pass (grade C) in GCSE math's, Science & English. Without a pass in GCSE Math's, English & Science it will be very difficult to establish a future career path. Moreover, research by NIACE (National Institute of Adult Continuing Education) in 2010 found that adults with poor numeracy & Literacy skills are more than twice as likely to be unemployed in the future. This goes to show how damaging it can be to your working life if you do not possess good numeracy & literacy skills...

But you shouldn't view a pass in GCSE math's, science and English as the end goal. Instead, you should aim for a better grade such as an A/A\*. This is because, the better you do at math's & science the higher paid job you'll get in the future. As Elizabeth truss, the education minister, recently said: **'Studying math's brings higher economic returns than any other subject' and this was proven by Deloitte, a financial advisory firm; their study found that math's/science jobs have a salary of £76,000 on average compared to the national average of £36,000.** You more than double your salary with a math's & Science type job!

Moreover, researchers from the Institute for Fiscal Studies (IFS) have analyzed data from the 1970 British Cohort Study – a long term investigation into the lives of 17,000 people. They found that children in the top 15 per cent for math's & science at age of 10 earned 7 percent more on average at age 30, than those who achieved average scores. This is equivalent to an extra £2,100 a year. You may not think that's much but over a lifetime, that's an extra £60,000 in your pocket; enough to purchase a 300k house!

That's why we specialize in math's & science particularly. A lot of tuition centers/agencies offer every subject under the sun. This results in a watered-down service. Do you honestly believe your child's math's/Science will improve if they were tutored by college or university students working as part time tutors to make their pocket money?' Or do you think their math's/science will improve if they visit someone who literally eats, sleeps and breathes math's & Science for more than a decade.

In terms of job opportunities, math's & science are the most important subjects to study. The highest paid jobs such as medicine, pharmacy, banking, actuary, engineering etc. require A's in both GCSE math's & science and A-level math's & science. You couldn't say the same for English. As a matter of fact, doing well in English does not directly lead to a high paid job. Science is important too but math's is viewed as 'the mother of all sciences'. This means if your math's improves, your science will naturally improve too.

## Section 2: My Experience

I have vast experience in math's & Science both academically and career-wise. Here is my story how and why I started STEPS:

### STEPS

With my strong academic background, I decided to launch my own tuition service in February 2012. I've helped numerous students up and down the country, achieve top grades in their math's & Science (see section 3: Students Feedback). Some of these students suffered with learning difficulties too. Every student I tutored in the past has made massive improvements in their math's & Science – resulting in a **100% success rate**.

### West London Free School

In the final year of my degree, I was given the opportunity to study a module allowing me to gain first-hand practical experience of teaching in a school environment. As there were a limited number of places on the course, a selection interview process took place to identify the right candidate.

I managed to succeed in the interview process and secure a place on the course. I was assigned by my course lecturers to work in East London Free School – A new school which opened in September 2011 as part of a government revamp of the modern education system. I was given the duty of pushing the most able year 7 students and preparing them for an upcoming math's challenge. It was a gratifying experience, and in the end, I achieved a first class in that module.

### Achieve Your Target Grade in GCSE Math's & Science Package

As part of STEPS Tuition, I offer a home-study course which helps students achieve their target grade in GCSE math's & Science in the most efficient way possible. Being a student myself, I know how frustrating it can be to revise a subject and students tend to look for the 'fast-track' route to a good grade. The program consists of a complete plan of revision with all resources to revise on daily basis. I have sold hundreds of packages, throughout the UK, and the impact I've had on student's learning has been phenomenal (see section 3: Students Feedback).

### How To Maximize Your Result In Every GCSE Exam Guide

In this day and age, it is highly unlikely that a student will be studying for one subject. In most cases, students will have a number of exams to prepare for, and how they prepare for these will have an impact on their final math's and science result. Hence, why I created another guide on 'How To Maximize Your Result In Every GCSE Exam'. This guide ensures student's revise for each exam accordingly, so they'll boost their results across the board!

### The Math's Centre – A Charitable Funded Scheme

My tuition service also spurred me to set up a charitable funded scheme whereby individuals from disadvantaged backgrounds could access extra lessons in math's & Science; aiming to get better results for SATS, GCSE and A-levels. I launched it in September 2013 and it was a successful campaign, and I helped several students pass their SATS, 11plus, GCSE and A-levels.

### The Tutor's Association

In September 2014, we qualified to be corporate member of the tutors' association – an industry led initiative which seeks to promote best practice in tutoring. The TTA is comprised of the best and most respected tutors in the country.



**THE TUTORS'**  
ASSOCIATION

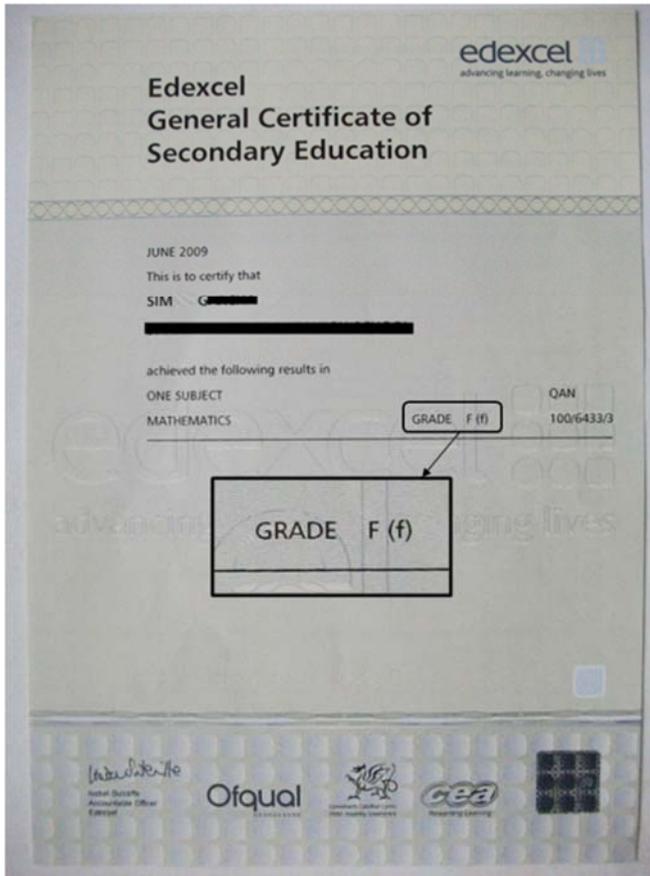
### Enhanced DBS Certificate

In order to work with Children and young people Tutors are required to pass the Disclosure Barring Service (DBS) check. A DBS check ensures that the Tutors are suitable to work with young children.

### Section 3: Student's Feedback

As mentioned in the previous section, I have a **100% success rate**. All the students I have taught in the past have achieved fantastic results in their math's & Science. Here is what students had to say about the services I offer:

*"I achieved an 'F' grade the first time I took my GCSE maths. After being tutored by Nayla, I achieved 90% and then 100% in my next two sittings..."*  
*(S.G, Hillingdon)*



12022013 Candidate History/Subject Results

**CONFIDENTIAL**

**Candidate results history**

**Candidate search results**  
Subjects for your selected candidate are shown below

Cand No	Name	Gender	DOB	UCI	ULN
[REDACTED]	[REDACTED] SIM	Female	07-Jun-1993	[REDACTED]	[REDACTED]

**Units/modules for GCSE MATHEMATICS**

Series Date	Entry Code	Title	Result	UMS/ Points	Max
MAR 12	43601F	Mathematics Unit 1 Tier F	C(c)	49	55
JUNE 12	43602F	Mathematics Unit 2 Tier F	C(c)	69	69

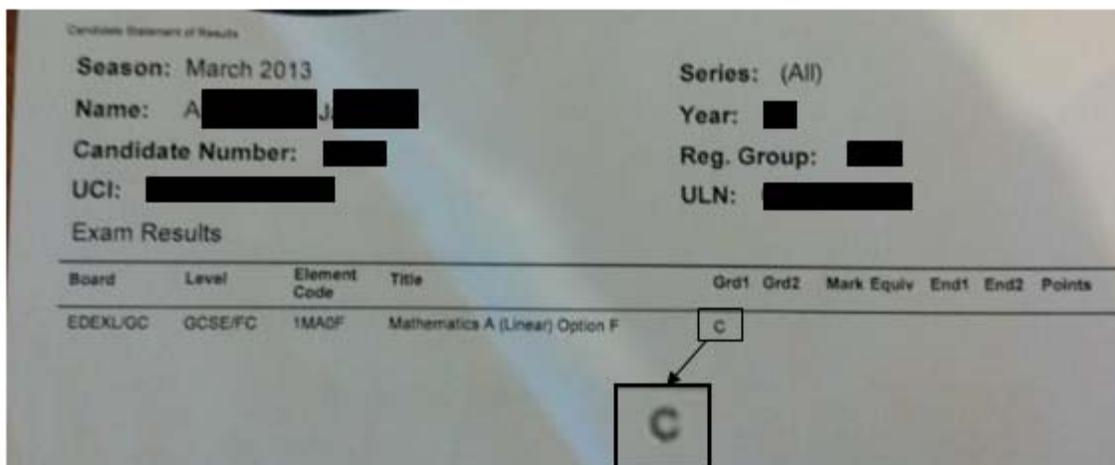
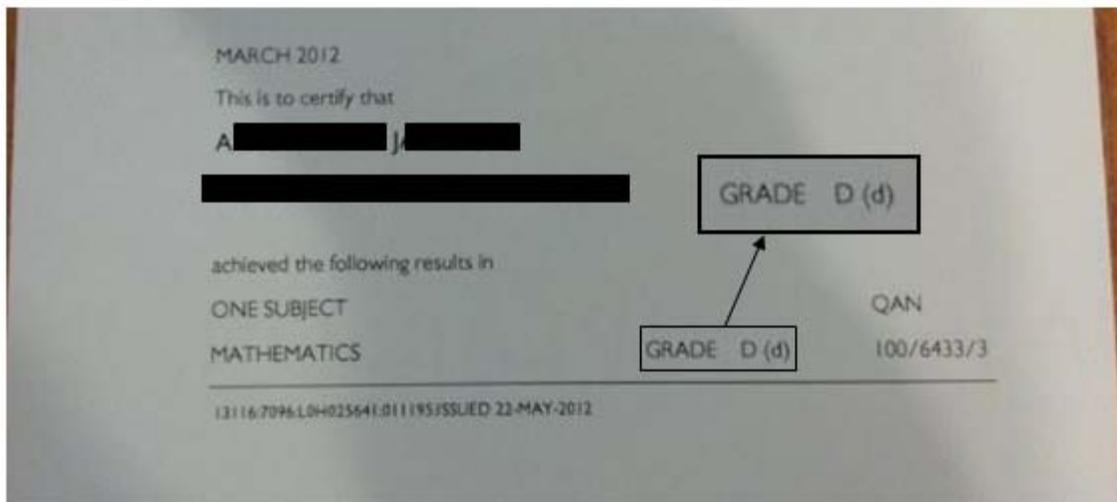
Centre number [REDACTED]

Series Date	Entry Code	Title	Result	UMS/ Points	Max
MAR 12	43601F	Mathematics Unit 1 Tier F	C(c)	49	55
JUNE 12	43602F	Mathematics Unit 2 Tier F	C(c)	69	69

*"I followed Nayla's advice and jumped from a 'D' Grade to a 'B' grade within weeks I am now aiming for an A/A\* In GCSE Maths. Thanks a lot, Nayla!"*  
*(F,A London)*

*"I sent my son to STEPS, as he was struggling with GCSE Math's, English & Science ... He had already failed ... and was due to re-sit it in Feb/March 2013. I saw the advert ... and decided to give them a call! After an initial Assessment Nayla was able to identify and tackle the issues which included, lack of confidence and memory retention. Nayla ... goes out of her way to ensure your child gets the highest grade, even offering extras such as free lessons and free books. she addresses ... your child's weaknesses immediately and rectifies them using concepts that she adapts to a child's individual learning style. In the end, my son achieved a strong pass grade (90%)"*

(D.D, Beckton)



*"Immediately after reading Nayla's report, my motivation levels increased... this is because I actually discovered how the brain works and how information is stored. This is followed by techniques to boost brain power. Thanks, Nayla, it's very useful. I think any student would appreciate this report..."*

*(B.V, London)*

*"Your strategy is spot on Nayla. Your revision system helped me achieve a 'B' grade in math's last year. I used the same strategy again and together with your fantastic resources, I achieved an 'A' in my GCSE math's exam this year (2014). You have instilled the belief in me that I can do well in this subject. That's why I am planning to study it for A-level and make a career out of it! Thank you for all your support Nayla!"*

*(T.O, Kent)*

**The Business Academy Bexley**  
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e-mail: contact@tba.bexley.sch.uk www.thebusinessacadem

Candidate Statement of Results

Season: Summer 2014  
Name: Temitope Ohiani  
Candidate Number: [REDACTED]  
UCI: [REDACTED]

Series: [REDACTED]  
Year: 11  
Reg. Group: 11Y1  
ULN: [REDACTED]

Board	Level	Element Code	Title	Grd1	Grd2	Mark Equiv	End1	End2	Points
EDEXL/GC	GCSE/FC	1MA0H	Mathematics A (Linear) Option H						52

*(Note: The grade 'A' is highlighted in a red box in the original image, with an arrow pointing to another 'A' in a red box below it.)*

*"Nayla has helped me jump from a level 6A to a level 8C in math's, and I'm only in year 8! Achieving a level 8 in math's is regarded as a gifted individual. Thank you Nayla for all your help. I would recommend your services to anyone studying math's"*  
*(Z.A, Cheshire)*

#### **Section 4: The Program**

##### What's Included in This Program?

	More Details
An Initial Assessment	An initial assessment is optional if you would like to see what level your child is currently at.
A Weekly One-To-One / group Session	student will attend STEPS, once-a-week, for 2 hours and we will conduct a focused maths/science/English lesson. we will work through the syllabus and critically analyse your child's strengths and weaknesses. More attention will be dedicated to their weaknesses.
Detailed Report	A 1-2-page detailed report will be given after every 4 weeks, tracking the child's progress. It will contain a list of potential weaknesses and the assignment set for four weeks. This usually takes an hour and half to complete.
Weekly Assignments	A weekly assignment will be given to your child based on what was covered in that week.
Detailed Solutions	When your child hands in their assignments, I will mark it and provide detailed feedback/solutions.
24-Hour Support	I like to be on-hand to answer student's queries at any time. That's why I offer an exclusive forum on my website ( <a href="http://www.stepsinstitution.co.uk/forum/">http://www.stepsinstitution.co.uk/forum/</a> ) for students to post their problems. This includes problems with their school work too. If the problem cannot be solved via the forum, I will arrange an online session to explain the solution in more detail. <b>We are the only tuition company in the UK to offer this service.</b>
Bi-Monthly Assessments	An assessment will be given every 2 months so you'll have a full track record of your child's progress.
All Stationary Provided	Although, it is highly recommended that your child has all the necessary equipment, I can provide this for you on your behalf.



All Worksheets/Revision Tools Provided	I will provide all of the worksheets/revision tools, as part of the service.
All Past Papers Provided	Past examination papers are key to your child's success. I have access to every past paper of every examination board, going back ten years. These will be set at suitable times throughout the program.
Exam Entries Paid For	I specialise in accelerating a child's learning (see the 'Student's Feedback' section). Thus, if I feel your child is ready to take their qualification early, I will enter them and pick up all the costs. Every exam entry, thereafter, is also covered by me.
Money-Back-Guarantee	If students are entered for their exam early, a conditional money back guarantee will apply. Terms and conditions are outlined in the contract (see section 7). If the child does not achieve their target grade (set by me), I will refund all of your money. <b>We are the only tuition company in the UK to offer a full money back guarantee.</b>

P: 020 3137 2646  
 E: INFO@STEPSINSTITUTION.CO.UK  
 A: Suite 15, 2nd Floor  
 2 Heigham Road  
 East Ham, London  
 E6 2JG

### What Is the Average Rate for Tuition?

A study carried out by Edplace, a provider of educational resources, found that parents in the UK, pay an annual fee of £2,758 for a single child's tuition, on average. This is approximately £230 per subject every month. In some parts of London, this figure is higher, with parents paying up to £300 per subject every month.

### The Cost of STEPS's Monthly Programs

KS2: £9 per hour. £72 (PCM) per subject

KS3: £12 per hour. £96 (PCM) per subject

KS4: £15 per hour. £120 (PCM) per subject

Payments must be made via BAC's transfer (electronic) or standing order mandate (see section 8). If you choose the former, you're advised to be registered to online banking to ensure payments are made on time. Payments made by any other method will incur a 10% surcharge. A first instalment will be made on the day of booking.

### Bring-A-Friend Program

If you feel the cost is a little out of reach for you, then the next best alternative we can offer is our 'Bring-A-Friend' program. As the name suggests, a child would bring a friend along with them to their tuition sessions. Each child would be entitled to a 10% discount – a massive saving in the long run. The biggest benefit with the 'Bring-A-Friend' program is the pair of students can motivate each other – this is one of the most important factors of one's exam success.

### The Consultation Meeting

If you are interested in taking up this program, the next step is to have a brief consultation meeting. The purpose of the consultation meeting is to finalize all the paperwork and discuss the program in more depth. Please contact me by telephone ( Ph: 02037309261 M: 07538200411) or by email



(info@stepsinstitution.co.uk) to arrange a consultation meeting. To speed up the process, you may like to fill in the paperwork in advance (see sections 7 & 8). The paperwork comprises of an 'Info & Contract' form and the standing order mandate.

### **Section 5: Beware Of Freelance Tutors & Tuition Centres!**

At the moment, the tuition industry is not regulated. This means anyone can become a private tutor virtually overnight! It only takes a short trip to a local WHSmith, some basic equipment and a person has acquired the 'tutor' status. As a result, thousands of shoddy tutors are cropping up all over the country without having the qualifications and experience to tutor children. Not only that but many of these freelance tutors do not hold a DBS certificate meaning they have not passed the criminal background checks to work with young children.

The first thing you should ask a prospective tutor is 'whether they do it for a living?' You may ask why but the answer to this question will give you a good idea on their level of commitment and whether they're keen on delivering the best results for your child. A lot of freelance tutors are already in full-time employment and take up tutoring as a way of earning some extra cash. Do you think; therefore, their main motive is to help your child get the best results? Of course not. Their day job comes first, anything else comes second. That's why, if you hired a freelance tutor, lessons are not well planned, are poorly executed and the child makes very little progress, in the end.

Moreover, some people set-up tuition centers because they presume it's a worthwhile investment. However, in reality, it's far from it. This is because of the huge costs, owning your own premises incurs. Due to its high costs, these tuition centers have no choice but to cluster students. The more students it has in a single room, the more money they make per hour. We recently spoke to one of our student's and they explained how his previous tuition center used to teach up to 50 students at any one time! Staff levels are low and they tend to hire underage school kids because they can afford to pay them minimum wage. In this set-up, it is impossible for a child to excel.

At STEPS, we pride ourselves on delivering the best results. That's why we operate around-the-clock (24-hour support) and boast a 100% success rate - all our students achieve at least 1 grade better than their target grade. Due to the high number of poor tutors that are out there, hiring a private tutor can be a very risky investment for a parent. If you choose the wrong person, you could be throwing £1000's down the drain. We've have seen this happen to a number of parents in the past. That's why we are the only tuition company in the country to offer a full money back guarantee. If your child does not achieve the grade we expect, then we will give you a full refund.

In tuition, the old adage is very true: 'what you pay for is what you get' so generally speaking, the higher the price, the better the service. But be careful as a higher price doesn't always guarantee a better service. You should still carry out a thorough investigation into the tutor's background, qualifications, experience, what's included in the service, whether they are tutoring part time or full time etc. etc. Also, don't forget to ask for a money back guarantee if your child doesn't get their target grade.

### **Section 6: Summary & What Our Main Competitors Charge**

	Explore Learning	KUMON	STEPS
Price (Per Hour)	£14.50	£7.5	£7-£15
Registration Fees	£50 for first child. £40 for each sibling joining at the same time.	£30	x
Duration of typical session	1 ½ hours	2 hours	2 hours
Face-to-face tuition?	x (sessions are computer-based)	✓	✓
Teacher to student ratio	1: 6	1: 6	1: 4
All materials provided	N/A	✓	✓
A proven revision strategy for any maths exam	x	x	✓
Exam entries paid for?	x	*	✓
24-hour support?	x	x	✓
Money back guarantee?	x	x	✓

### **Section 7: Info & Contract Form**

Please provide as much detail as you can on the 'Info' sheet:

**Parent's name:** \_\_\_\_\_

**Student's name:** \_\_\_\_\_

**Student's school:** \_\_\_\_\_

**Child's year group:** \_\_\_\_\_

**Teacher's name:** \_\_\_\_\_

**Teacher's email:** \_\_\_\_\_

**Qualification:** \_\_\_\_\_

**Examination Board:** \_\_\_\_\_

**Student's current grade:** \_\_\_\_\_

**Target grade:** \_\_\_\_\_

**Feedback from school** (*a brief report of the student's progress at school*):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Home address:**

\_\_\_\_\_  
\_\_\_\_\_

**Contact number:** \_\_\_\_\_

**Contact number 2:** \_\_\_\_\_

**Parent's Email Address:** \_\_\_\_\_

**Does your child suffer from any learning difficulties?** \_\_\_\_\_

## Does your child have any Medical conditions that I need to be aware of?

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This contract will involve the following parties: the student, the student's parent(s) and the tutor.

### **Terms & conditions**

#### **Student's obligation:**

1. The student is expected to be punctual for his/her scheduled lesson.
2. The student is expected to follow the tutor's instructions at all times.
3. The student will not backchat the tutor.
4. The student must bring the necessary equipment/books to every session. Failing to do so can dilute the effectiveness of the lesson.
5. The student must give 100% effort in order to achieve their target grade.
6. The student must complete their homework/assignments on time. Failure to do so will hinder the chance of attaining the target grade.

#### **Parent's obligation:**

A Parent must ensure their child is punctual for their scheduled session. If the child is running late, the session will not overrun to compensate for lost time.

If you have to cancel a particular session for whatever reason, you must inform the tutor at least 5 hours before the start time of that particular session. For instance, if a session is scheduled to take place on a Thursday at 6pm, you must inform me of a cancellation no later than 1pm on that day. The cancelled session will thus be rescheduled for a later date. Failure to inform me at least 5 hours before will mean a 'catch-up' session will not be rearranged and hence, you will not be refunded for that session.

Parents must ensure their child completes the work/assignments set by the tutor. Much of the child's success will be down to how much effort is put into their homework. Failure to complete their homework on a regular-basis will jeopardise their chance of attaining their target grade and hence, the student will be withdrawn from the program. Payments made up to that date will not be refunded.

Conversely, if the parent/student decides to abandon the program before any such examination has taken place, then the money-back guarantee becomes void. Payments up to that date will not be reimbursed.

With regards to the money-back guarantee, a realistic target grade will be set for the parent's child. This will be based on the results of regular assessments taken by the student and other factors such as their target grade given at school. The tutor can decide, at any time whether, to change a child's target grade. However, a full justification must be provided. For instance, numerous assessments have shown that a child continuously obtains a 'C' grade. Thus, a target grade of 'C' will be set for the student.

### **Tutor's obligation:**

The tutor must be encouraging at all times. The tutor should be aware that different children have different learning abilities and so they must be patient when teaching a particular topic/concept. Tutors must understand that any form of criticism can seriously demoralise the child and have an adverse effect on their progress.

The tutor has to be well-organized. He/She has to arrive at a face-to-face session on time. If the tutor has to cancel a session for whatever reason, he must inform the parent/child in good time and thus, rearrange a 'catch-up' session at the next convenient day/time slot.

He/she will list a set of learning objectives, prior to a session. They will keep a record of each session, stating what was learnt during the session. A copy of this log must be sent to the child's parent so they're fully aware of the child's progress.

The tutor will identify the key weaknesses of the student. These weaknesses will be given extra focus during lessons - addressing these problems will determine whether a child achieves their target grade or not.

When the tutor marks the student's work, he/she will provide feedback where necessary. Detailed solutions will not be given immediately. He/she will provide clues so the student has a chance to rectify their problems on their own first. This is very important for one's learning. The tutor will decide when it is appropriate to provide detailed solutions i.e. after the student has attempted to solve the problem several times on their own first. The detailed solution will be provided in lesson or on their worksheet/homework.

Worksheets/revision tools will be provided in electronic format. Due to the scale of printing for multiple students, any one student will not receive all materials in hard copy. If the tutor feels a

particular sheet/tool is required in hard-copy, he/she will print it out. Likewise, past papers/mark schemes will only be provided, in electronic format unless the tutor feels otherwise.

The 'GCSE Math's and Science in Four Weeks...' package will not be provided in its full, physical form. This would confuse the student and affect the long-term strategy and goal. Instead, the tutor will feed in resources from the program in electronic format; for instance, additional notes, advice sheets etc. at appropriate times. Print outs will be given where necessary.

With regards to the 24-hour service, the tutor must get back to the student within a suitable time-frame – within 24 hours. However, there is no timescale in which the problem will be rectified. This will depend on how fast the student can understand the solution. If the tutor feels the problem is not solvable through the forum, a brief online session will be conducted. This should suffice to clear up the problem.

Lastly, the tutor must provide full justification on choosing a target grade. For example, regular assessments have shown that a child constantly achieves a 'D' grade. Also, their target grade at school is a 'D'. Therefore, the tutor has justified why the child will be set a 'D' grade. The tutor must ensure that his choice of grade does not have an adverse effect on the child's morale.

**Signed**

**Student**

**Parent(s)**

**Tutor**

**Date**

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### Section 8: Standing Order Mandate

Please fill in all sections apart from the 'Quoting Reference' Section. Please bring this standing order mandate with you to the consultation meeting so I can verify all of the information on the form.

<b>Name of Payer's Bank</b>			
<b>Address of Payer's Bank</b>			
<b>Account Name</b>			
<b>Account Number</b>		<b>Sort Code</b>	

Please make the payments detailed below and debit my account.

<b>Payments to be made to</b>	<b>Account Number</b>	
<b>Receiving Bank</b>	<b>Sort Code</b>	
<b>Amount</b>		<b>(in words)</b>
<b>Date of First Payment</b>		
<b>How often Payments are made</b>	<b>Payments are made on a monthly basis</b>	
<b>Payments are to continue until (inclusive)</b>		
<b>Quoting Reference</b>		



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Date

Name

Signature

