


2016 – 2017 courses from Andy Homden

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Trainer	Course	FOCUS
 <p>Andy Homden</p>	<p>1. Teaching analytical thinking and writing:</p> <p><i>Develop independent academic skills for IB, A Level and beyond.</i></p> <p><i>1 or 2 day course.</i></p>	<p>As a highly successful linear A Level and IB teacher, Andy believes that students must learn skills that will enable them to learn and write independently.</p> <p>A central principle is that students need to be explicitly taught how to write analytically, especially under exam conditions and for extended pieces. They must also broaden their vocabulary and retain an ever-growing body of knowledge.</p> <p>This course offers effective ways of teaching a set of essential academic skills that enable students to write relevantly and confidently, even under the pressure of A Level and IB exam conditions. Once learned, these skills stay with individuals for life.</p>
	<p>2. Effective Strategic Planning</p> <p><i>Keep your school on track while preparing for the unexpected</i></p> <p><i>2 day course</i></p>	<p>As a Principal and Director, Andy was responsible for the kind of strategic planning needed to keep a school on track and purposeful at all times, while meeting the requirements of inspection and accreditation.</p> <p>This course enables a school to design and implement its strategic plan with confidence, building in the flexibility that will enable it to deal with unexpected problems, while working towards a well-defined vision and tracking its own progress.</p>
	<p>3. Digital marketing for schools:</p> <p><i>Build an on-line presence to give your school a competitive edge.</i></p> <p><i>2 day course</i></p>	<p>Andy's recent focus on digital marketing and on-line writing has combined with a long experience of school leadership to give unique insight into the marketing needs of international schools in the digital age. The growth of International Education has created a highly competitive market for both students and the best staff. To compete effectively, on-line visibility is essential for any school.</p> <p>This course shows how building the right kind of on-line content, while developing a coherent digital and social media strategy to reach the right people, can achieve a competitive advantage for both admissions and recruitment. A key proposition is that staff professional development and <i>teacher</i> writing should be at the centre of any marketing plan.</p>