



What to Expect from SuperReading®

Most people are reading at approximately 3 to 5% of their full potential*. They read with no plan, no organisation, and skills which have not been upgraded since year two of their schooling. People who read for a living (solicitors, researchers, editors) can approach 8 to 10% of their potential (especially when reading in their own field).

The **SuperReading® Programme** has been designed to break old habits of poor focus, poor comprehension and skill sets which do not meet the needs of today's readers. Beyond that, the techniques used are practical and powerful. Any graduate of the programme knows that all one has to do is practice the techniques and comprehension, recall and speed will increase. The more one practices, the better the results. In five weeks most people come up to about 40% of their full potential. In the months following the course, that figure will rise as they continue to use their skills.

Even people who believe they are already great readers soon learn that their level of comprehension and recall was below what they assumed. They have compared themselves to people reading at 3 or 4% of their potential. Reading at 8% of potential gives the illusion of masterful skill. In reality, their skills are virtually indistinguishable from their peers when compared to themselves after graduating from SuperReading®.

We measure Reading Effectiveness (R.E.), which is:

$$\text{Speed} \times \text{Comprehension/Recall.}$$

This score gives a fairly accurate account of a delegate's incoming and outgoing abilities. Most people read between 120 and 200 words per minute. Their comprehension/recall ability is around 30 to 40% when informed they will be tested. The average incoming R.E. is around 75. That could be reading 150 wpm with 50% comprehension/recall. After about five weeks their R.E. score will be in the 350 to 500 range, sometimes higher. Comprehension/recall will be in the 90% range.

When reading material at work, they will generally absorb twice as much in half the time.

In class the atmosphere is one of serious enjoyment. Everything is kept light as their abilities grow day by day, week by week. The first area to see significant improvement is their memory. The Memory technique is fast, fun and powerful. The results are immediate and impressive.

Delegates interact with each other after in-class reading. They share what they have just learned from an article or book. Each week they recall more and more when sharing with a partner, to the point that the Reading Coach must stop them, otherwise they will take too much class time. As this happens, the true nature of their developing skills becomes undeniably apparent.

Progress

As they progress, there will be times when other people will notice them quickly reading through material. There will be comments like, “Were you just skimming that?” or “You could not have been actually reading that!” The SuperReader will be confused for a moment, because to them they were “just reading.” The speed does not seem any faster than before. This is because the brain “normalises” to the faster speed rather quickly; just like driving at high speeds seems normal after a few minutes on a straight road. It’s not until we exit the motorway that we feel the difference. Then 50 mph seems like crawling!

Another phenomenon that happens is increased focus. When using the tools, the reader becomes “engaged with the page.” They learn to tune out distractions and tune in to the material. Sometimes in class the Reading Coach must physically touch their book to get their attention.

Expect knock-on effects. Improvement in one area of life cannot help but affect us in other areas. Seeing measured improvement inspires confidence and raises self-esteem. People begin to believe more strongly in themselves and achieve successes in areas that previously remained elusive. Part of this is also due to the practise material. Inspiring stories have been chosen that lift the spirit.

Feedback shows that SuperReading® delivers excellence in a world where we have come to expect mediocrity. Most people can only name one or two other programmes in their life that delivered what was promised. Anyone who puts in the time and effort can expect to reap great rewards with SuperReading®.

Benefits of SuperReading®:

- ◆ High Comprehension and Recall
- ◆ Faster reading with fewer errors
- ◆ Great memory tools
- ◆ Better grades in classes
- ◆ Boring reading becomes tolerable
- ◆ Higher self-esteem
- ◆ Less stress
- ◆ Overcomes Distracted Reader Syndrome (drifting off, having poor recall)
- ◆ Eliminates having to read lines over and over to get the meaning
- ◆ More time for work related projects and responsibilities
- ◆ These skills have been successful in helping readers with learning disabilities, including some forms of dyslexia and ADD
- ◆ This course also helps readers whose first language is not English
- ◆ Valuable transportable skill
- ◆ The skills grow over time

**full potential is approached when a person has developed their ability to read multiple words at a glance, is well rested, nourished and not under extraordinary stress*