



# Lexical Lab Summer School

**PIC: 931866585**

## Managing a Language School

All our **Lexical Lab** summer courses take place at London Metropolitan University, Holloway Road campus. It's a two-minute walk from Holloway Road tube station, which is on the Piccadilly Line. From here, you can get to Holborn in central London in eight minutes. The venue is also a ten-minute walk from Highbury and Islington station, which is on the Victoria line and has a range of overground services. We suggest you check <https://citymapper.com/london> for journey times and routes.

### Total hours

21 class hours per week

### Course dates

22<sup>nd</sup> July – 26<sup>th</sup> July

Combination with Developing Materials or Advanced Language and Culture (1 week)

15<sup>th</sup> July – 26<sup>th</sup> July

### Course Fees

£370

£720

### Registration fee

A **£80** registration fee covers admin, materials, entrance to timetabled visits, but *not* transport. One registration fee applies to a single or combined course.

### Discounts

Returning students receive a 10% discount. Students paying before February 1<sup>st</sup> 2019 receive a 10% discount.

Groups receive a discount of 5% (2 people), 10% (3-5 people), 15% (6+).

Only one discount will apply. Discounts apply to course and registration fee but do not apply to accommodation.

### Accommodation

We can offer you a basic single room in a student residence two minutes from Wood Green underground station (Zone 3) and a ten-minute tube journey to our training venue. You will have an individual bedroom, but share a bathroom and kitchen. You usually share these with other participants on the course. The cost is: **£190 / week** plus a **£40 booking fee**.

Peak travel to our venue **£1.70**. Oyster card / Contactless payment for zones 1-3 costs is a maximum **£40.00 / week**.

If this accommodation does not suit your needs, you can try [London Homestays](#) or The Londonist who are British Council accredited. In the past, we have found they had very limited availability for one and two-week homestays and generally offered student residences. Otherwise, you may try websites such as [homestay.com](#), [airbnb](#) and [student.com](#). Prices will vary from **£180-£450/week** including fees.

### Outline

This practical and interactive course is aimed at professionals involved in ELT management such as language school owners and directors as well as to teachers who are interested in taking administrative positions in their institutions or want to start running their own schools in the future. It is delivered by Dmitry Nikitin, owner of the Dmitry Nikitin School in Yaroslavl, Russia which provides classes to over 1000 students / year at its various branches. Dmitry also has growing business running CPD events and has a strong reputation for excellence in online marketing. The course starts by analysing the business models of your institutions and then looks at modern theories of organisational structure in order to get ideas on possible improvements for your institution. We'll go on to explore service design tools which you may use in running language schools more effectively, such as customer avatars, journey maps, service blueprints, etc. Towards the end of the course we will have a close look at creating productive CPD environments at your institutions and launching new products.

### Content

All participants will receive a questionnaire before the course to explain their background and interests regarding the course. Based on this there may be some variations to content and timetable. See sample timetable below.



## Example timetable

The timetable is a sample of the timetable from 2017 but is open to change.

	8.45-9.50	10.00-10.50	11.10-12.40	13.15-14.15	Social and cultural visits
<b>Mon</b>	Welcome and Introduction	Understanding your school structure and business model.	Organisational Culture	Creating the habit of language learning	Afternoon Lincolns Inn, Royal Court and Fleet St
<b>Tues</b>	Creating student and customer avatars.	Practical business tools: stakeholder maps, personas, journey maps. Workshop 1.	Practical business tools: stakeholder maps, personas, journey maps. Workshop 2.	Advanced service design tool overview: Emotional journeys, Ideation and Idea Selection.	Evening Dinner
<b>Weds</b>	Service Design Basics	Business Tools: Service Blueprint. Workshop 1	Business Tools: Business Service Blueprint. Workshop 2	Service Blueprint. Group Presentations	Hatton Garden and Clerkenwell Afternoon Tea
<b>Thurs</b>	<i>Effective CPD Systems and Product Research</i>	Creating and supporting a CPD environment	Ways of Launching an ELT Product in your institution	Best Practices: Presentations	Theatre
<b>Fri</b>	Case Studies: Effective Language Schools Overview.	Mastermind Session	Action plans: creating and presenting.	Course Reflection. Q and A (end 13.15)	Hampstead Heath picnic

## Outcomes

By the end of this course you will:

- be familiar with different business models for running businesses in ELT;
- have become more aware of your personal ELT management style;
- have learnt and practise using a number of service design tools;
- have studied the concept of customer/student avatars;
- understand the concepts of a “student journey” and a “customer journey”;
- have exchanged management techniques, tips and life hacks with your colleagues;
- have more ideas for creating and running effective CPD environments in your institution.

## Certification

All participants can receive a Lexical Lab attendance certificate with the course name and number of course hours.

## Check it's the course for you:

I am an owner or manager of a school or a teacher interested in setting up or managing a school.

I have a B2 / Upper Intermediate level of English or better.

I want to focus on business and management issues.

I want to share my experience of my business and / or get ideas to develop my school.

## If it's not for you:

I am more interested in developing general materials – try **Developing Materials** or why not combine the two courses.

I am more interested in general teaching or teaching exam classes – try **Teaching Lexically**.

I am also interested in language development and culture – why not combine with Advanced Language and Culture (July 15<sup>th</sup>-19<sup>th</sup>) or English Boost (July 29<sup>th</sup> to Aug 9<sup>th</sup>)

We are a group who want a tailored course - contact **Andrew Walkley**

## Contact

Andrew Walkley

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