

A B O U T S P E A K E R

KONG YE W KIIN

Yew Kiin has been working with students since his undergraduate days, to help them transform their results.

He coined the term "Academic Coaching" which infuses life-skills into the academics to impact the lives of thousands of individuals. Since then, he has mentored and transformed students' grades from F9 in Prelims to Distinction in their final year examinations, even if it's into just 1 month before the O/A-levels.

For this feat, he was interviewed and featured on Channel 8's "Frontline" and featured in The New Paper for his entrepreneurial success. In the National Day Rally 2012, he was even quoted by Mr Heng Swee Kiat, our Minister of Education of Singapore at that time.

He lived by the mission to provide an education to everyone to live their dreams by bringing the smile back into learning. With that, he is constantly innovating new strategies and chart new directions to change the world through education.

KEYNOTE: THE SCIENCE OF RESULTS TRANSFORMATION

Duration: 2-hr session

Learning Outcomes:

- ✔ Understand why your child don't change.
- ✔ The truth behind Willpower... Why it is a lie and what it really takes to have real change.
- ✔ A simple mathematical equation for how you can look at "change"... and make it finally work.
- ✔ Why "failure is the mother of success" fails to help your child achieve success and what to do instead.
- ✔ The 2 types of planning essential for results transformation.
- ✔ How to use the steps in the "Results Transformation Roadmap" to create real, lasting change in your child!



MY CHILD IS UNMOTIVATED.

I CAN SEE MY CHILD'S DESIRE TO CHANGE, BUT RESULTS DON'T SHOW, AND HE/SHE GIVES UP... IT'S HEART-BREAKING

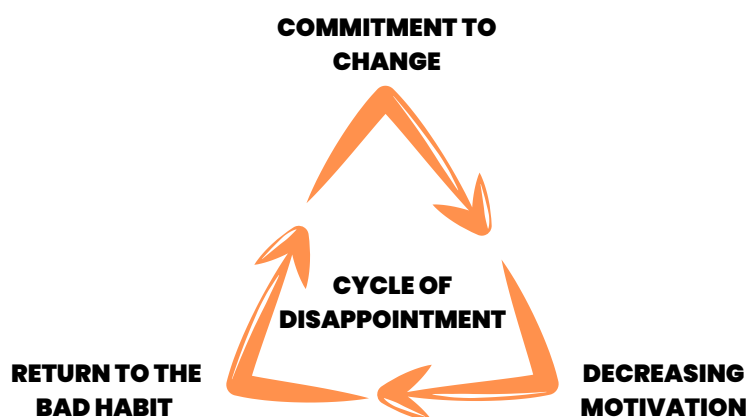
MY CHILD WANTS TO CHANGE, BUT ENDS UP GOING BACK TO HIS/HER SAME OLD WAYS AFTER SOME TIME...

Over the years, many parents have asked me a myriad of such questions, and I have witnessed many parents feeling helpless and frustrated when they see their children struggling in school and in life.

Is merely "wanting to change" enough to create that change that your child wants?

When I first asked myself the above questions, I was dumbfounded. I have always believed that every single human possesses the power to change, and it can happen in an instant. Yet, I was feeling frustrated when it daunted upon me that even though many students set the goals and plans, there were still a huge percentage who still fail miserably despite doing so.

Time after time, I witnessed many children falling into this "disappointment cycle". It begins with the commitment to change (Yes I want it!), followed by the inevitable decreasing motivation to stick to the plan, and finally, return to the bad habits that one initially wanted to rid of.



Simply put, back to square one.

"Is there a better or more concrete way, or even better, a formula that we can follow, to drive change?"

THIS MARKED THE BEGINNING OF MY CONTINUAL SEARCH FOR BETTER ANSWERS AND IN THE PROCESS, I BEGAN TO UNDERSTAND THE SCIENCE BEHIND CHANGE.

One thing's for sure, if we can hack "change" and create a formula for result transformation, it would certainly transform the lives of many struggling students and unhappy parents in the world!

And we want to answer this life-changing question -

"What exactly must I do to create the change in my child?"

Ever heard of the old adage “When there’s a will, there’s a way”?

It is often misunderstood that when we failed to change, it is because we don’t want it enough, that we don’t have enough willpower to drive the change.

In my keynote “Science Of Results Transformation”, I shared why transforming your child’s results is NOT a willpower problem but a Mathematical problem. Willpower alone is not enough to create sustainable change.

Though it is an important source of influence in the equation of change, the difference between effective and ineffective change, is that the effective ones don’t rely on a single source of influence.

In the book CHANGE ANYTHING (by Kerry Patterson et al), reveals the Six Sources of Influence that affect our daily decisions and explains how we can make them work in our favour. By learning how the 6 sources apply to our lives, we can start think about how to adopt these sources of influence to our advantage and create lasting change!

Here are the six sources of influence to create change that are covered in my keynote:

Sources of Influence	
Personal motivation	This is willpower – is my child motivated internally to engage in the change?
Personal ability	Does my child have the ability, knowledge, and skills to “do what they can’t” to create the change?
Social motivation	Who are the people encouraging or discouraging this change?
Social ability	Is there a coach or mentor to help your child?
Structural motivation	Are there rewards or incentives that your child will receive if they achieve the change?
Structural ability	Are there environmental factors at play that either deter or support the change?

Change comes most readily when you understand what’s standing between you and success and tailor your solution to that roadblock.

I consider and adopt these sources of influence into my coaching. Often, I receive failing students and work with them to transform their results in as little time as 2 weeks before the National exams. This feat is not possible without truly understanding how to create effective change.

If you want to your child to improve their grades but find revision difficult and boring, buying more assessment books or practices probably won’t help. But what if, instead, you transformed your child’s revision into a process that becomes a source of pleasure instead of a chore?

Remember, understanding the 6 sources to influencing change will turn an uphill battle into a downhill one. Take time to take stock on the change you want in your child and design the process and experience with as many sources incorporated as possible!

PRAISES FOR YEW KIIN

★★★★★ AUSTIN CHUA

At first when I started learning Additional mathematics, my grades were horrible and I was not interested in the subject.

But after entering Advo, my grades started to improve, as the ideas that weren't clarified in school were clarified by the tutor there. I was also exposed to different methods of solving a problem, which made things much easier. And as I improved, my interest in the subject grew too, due to the encouragement of my tutor and the way he taught us, which was fun.

★★★★★ LEE HUI LENG (PARENT OF SIM SZE HENG)

Yew Kiin was definitely an effective A-Maths coach for my son. Under his coaching, my son understood the A-Maths concept, thus giving him the much needed encouragement and morale booster to excel in A-Maths in Year 2021 GCE O Level exam. A big thank you to Yew Kiin.

★★★★★ VICTOR LIU (PARENT OF BRYAN)

Bryan was still unable to grasp the concepts and was struggling with his E-Maths despite previously having tried various other ways. He was feeling lost and unsure of himself. As a last ditch effort, I have decided to enroll him in Advo. Spoken with Yew Kiin, the founder, and really liked the methodology adopted. True enough, after months of coaching by Yew Kiin personally, both online and physically when feasible, Bryan has been transformed!! He has just sat for his N-Levels and was feeling confident with the paper.

In fact, my wife and I have also noticed the change in him. More importantly, and regardless of the result, we are really happy that Bryan has become more confident, able to have a different perspective and to take on other challenges.

Thank you very much, Yew Kiin!! It's really amazing the work you've done, keep it up! Really nice knowing you, my only regret is that we should have started with you earlier. All the very best!

★★★★★ ELLIE LAM (PARENT OF IRIS)

Advo made it possible for my daughter to achieve her A-Maths result from F9 to A2 in just less than a month before O'level. Special thanks to Yew Kiin for his efforts, time and patience.

★★★★★ BRYAN POH

1. The tuition teachers are capable of helping me understand and learn how to do the things I need to do
2. The coaches are friendly and helpful in our learning, they have impacted me by making me understand and learn how to solve the questions that I have problems with.
3. My biggest takeaway after attending Advo is that I have grown smarter in the subject and am more confident in tackling the subject, I have improved greatly after attending Advo with my marks getting a great boost after learning the various skills from Advo.

**Get In
Touch!**



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