



# one2one Private language coaching for children

**Being bilingual is  
one of the keys to  
success in life.**

*Here's how to make it  
happen for your child...*

**VICI**

[www.thevici.com](http://www.thevici.com)  
01635 522410

**VICI**



*lingua pro vita*  
**LANGUAGE ACADEMY**



# introduction

Recent surveys across the country show that parents are now very concerned about their children's future. When interviewed, many parents of children aged 3 to 17 feel that schools should enrich their curriculum by adapting more true to life social experiences.

Not surprisingly, mastering a new language is among the top ambitions for parents for their children.

Do you agree that we all want our children to belong to something good, to be part of a global community, to be competitive candidates in the admission process for College and Universities and to improve their employment potential?

Live the real language experience...

- What if speaking a foreign language was like second nature to your children?
- Can you visualise the difference it would make to their education?

Parents want their children to learn a language for a host of reasons. Some learn simply to get more from a summer holiday or complement regular visits to a holiday home.

Others are focused on exam completion or are looking to enhance their children's extracurricular activities. All, because they recognise the importance of being bilingual in the global marketplace.

**Make a difference...** For your child

**Feel the difference...** In your child's confidence, in your child's intellectual development

**See the difference...** In the results



# open the door...

...to the ultimate personal language programme that is designed to develop the Linguist Masters of the future!

Our Language Coaching Programmes provides an educational investment and are a journey of discovery, an unforgettable language experience mixing exposure, opportunities and motivation.

Our Language Programmes afford a unique immersion within dedicated premises, taught by some of the best specialist language coaches in the area and many extra resources such as IT, language library and additional educational workshops.

Our goal is to challenge our students to make them become better than they ever thought possible. Based upon the key linguistic principles of **CONSISTENCY**, **IMMERSION** and **PLEASURE of DISCOVERY**, they will obtain key learning skills as part of a structured personal development programme.

Without immersion in the language, this programme would simply be another activity...

Becoming bilingual is one of the most rewarding feeling one can experience. Our Academy coaches are inviting your child to embark on the journey of a lifetime. It is an elite expedition!

“ This is a truly inspiring academy, the coaches are brilliant and their attention to detail is wonderful, my daughter has become incredibly inspired by them and now loves languages.”

*Mrs Bowen, Highclere*



# your academy director



“One inspirational teacher”

THE INDEPENDENT

Nathalie Danon-Kerr is a French native and is married with two sons, Sacha & Maxandre, both educated bilingually.

She passed her baccalauréat with distinction in 1994. She then attended the Besançon University of Law, France. She went on to study International Commerce in Toulouse. After a stay in the United States and in the North of England, she settled in Hampshire in 2000 where she furthered her education by receiving a Professional Teaching Qualification delivered by The Chartered Institute of Environmental Health. She was also mentored by Master David Bonthuys recognised by his peers as one of the most influential teacher's instructor of his time.

As a marketing executive, she founded Bleu Blanc Rouge, a French tutoring agency in 2002. Bleu Blanc Rouge became a successful and a well recognised business within the community, established as French language provider in a number of local schools.

She was a member of La Jolie Ronde Ltd, language resources recognised by the French Government for six years and

was also appointed Primary School Language Specialist.

She has won the recognition of the Independent and The Guardian Newspapers for her work in the local area. Nathalie was also acclaimed Entrepreneur of the Year 2012 by North Hampshire and West Berkshire Entrepreneur Circle. She also appeared in several education sections of local papers.

Passionate about her language and culture, she had the desire to teach and promote what she had inherited.

Nathalie Danon-Kerr has decided to create The VICI Language Academy in order to fulfil a greater ambition: give her students the best possible guidance and direction, inspire them to become bilingual and enhance their potential in order to set a dependable example for others to follow.

The VICI Language Academy is a business dedicated to families and Nathalie Danon-Kerr is resolute to making it a unique environment for language learning.

“Success is the progressive realisation of a worthy goal.”

Earl Nightingale

## our teaching secret

The VICI Language Academy is where...

- Students are taught in a structured environment and encouraged to progress at their current rate of ability and speed.
- Our language coaches' goal is to build our students' strengths.
- The qualified and native coaches foster emotional and intellectual development: imagination, reasoning, listening, creativity, socialising.
- Our responsibility is to make sure that each time our students come to class, they are presented with a challenge, where if they do their best, they will be successful.

VICI is not a traditional language school. Our philosophy is that you have to be immersed in the language (and culture) you wish to learn through everything you see or hear and even touch.

VICI boasts rooms that are dedicated to different languages and age groups while maintaining the fun and friendly environment which has become its hallmark of success.

We pride ourselves in having a 100% success rate in all exams our students have undertaken so far and have a 95% student retention rate.

### What is our secret?

The Academy has full-time teaching staff, highly trained and native to their chosen language.

The key is: **they are all clearly passionate about what they do!**

Also, all language programmes at VICI are based on the 'Communicative Approach', a natural way of learning. This is a proven approach and one of the most successful methods in providing confident learners who are able to make themselves understood in the shortest possible time.

This method prioritises communicative competence over accurate grammar. It is important to remember that as individuals, most of us do not learn a language in order to communicate. First we try to communicate, and in doing so, we learn!

# young linguist masters

A gift for life...

***It's all down to our magic formula:***

***Immersion + Focus + Consistency =  
en route to Fluency!***

At The VICI Language Academy, we make these elements a fundamental part of our teaching strategy to give your child a strong foundation for acquiring a second or third language.

- ✓ Children are spoken to in French as much as possible.
- ✓ Children are being taught in a relaxed environment, miles away from the old fashion classroom format and can make full use of our various bilingual resources: films, magazines, games and computer programmes.
- ✓ For older children, we make use of the language in public (practical tasks to be conducted outside the classroom environment) and students may be taken on trips abroad to develop an awareness of different cultures and improve their listening and speaking speed.
- ✓ Children are introduced to geography and culture. They cover grammar and language rules, it's essential to understand the 'nuts and bolts' of the language.

- ✓ Our language coaches will accommodate different learning styles (visual, auditory or kinaesthetic) and not standardise the learning.
- ✓ Children have solo study sessions (audio/reading exercises) to allow them to be familiar with the language and learn independently.
- ✓ Children have access to IT resources using secure online study material to enhance their learning and take full advantage of their thirst for knowledge and their love for educational computer games.
- ✓ Children have a great deal of exposure to two languages to create high opportunities and motivation for the use of both languages to achieve simultaneous bi/multilingualism.

***We create a natural situation for children's language development. This boosts their motivation to learn and increase their confidence greatly.***

“ We should all challenge the idea of ‘waiting until I think I am good enough in the language to use the language’. Rather we should use the language as a tool for communication and learning for as early a point as possible.”

*David Marsh*

“ The VICI Language Academy has won the recognition of its work in the local area.”

THE  
INDEPENDENT

theguardian

BBC RADIO BERKSHIRE  
044 1344 2545 946m



# your masters educational investment provides...

Our curriculum is structured similarly to the school education system, adopting primary, intermediate, high and advanced stages of learning - suiting children of all ages and abilities.

Our language programme include the following benefits:

- ✓ Full and structured access to the entire VICI Language Syllabus developed from the best linguistic techniques, permitting study from nursery to the C2 (highest) level of the European Framework for Languages—irrespective of time taken! DELF Junior and Early GCSE, AS and A Level examinations are available too.
- ✓ Classes run by fully qualified and native language coaches, having all followed the VICI Certified Language Coaching Programme
- ✓ Flexibility in the planning of the lessons to allow for busy parents
- ✓ Access to all Academy Seminars & Workshops
- ✓ Grading available at regular intervals for student promotion within the membership period (every 6 months)
- ✓ Academy Uniform
- ✓ All Learning Aids
- ✓ Record of achievement to keep track of progress



## linguist masters benefits

creating confident learners in the shortest amount of time!

**quality in every sense...**

*Language is for life!*

- ✓ Modern teaching techniques for each individual to perform to the best of their abilities
- ✓ Simple and challenging syllabus for mental stimulation
- ✓ Help develop an analytical mind
- ✓ Foster intellectual development
- ✓ Improve native language
- ✓ Suppress barriers to learning
- ✓ Develop a positive energy of the pleasure of discovery
- ✓ Improved focus and concentration – for school and at home



“ Since starting at The VICI Language Academy, my son Thomas has excelled in his French, more than we ever thought possible for a five year old! It has also had a positive effect on his reading and writing at school. The fact that he truly enjoys and looks forward to every lesson speaks volumes for the teaching. We love that the Academy is welcoming and adopts such a fun and caring way of learning. We are delighted with the Academy, so much so that my husband and I have just enrolled! After all, it becomes slightly embarrassing when your five year old child understands more than you!”

*Mr & Mrs Allen, Newbury*

# masters premier equipment

- ✓ Embroidered VICI Hoodie
- ✓ Embroidered VICI Polo shirt
- ✓ Embroidered Exhibition bag
- ✓ A4 VICI Folder
- ✓ A5 VICI Binder
- ✓ A Junior Language Portfolio

We consider that the VICI uniform is important and should be worn each time students come to class:

- ✓ It provides pupils with a sense of identity and pride in their academy and the language they learn
- ✓ It helps to instill in children a sense of purpose when they put on their uniform to come to the academy
- ✓ It helps them affiliate themselves to the social group they now belong to: very keen young linguists!
- ✓ It overcomes the problem for parents to know what is or is not suitable for the academy

“The Limits of my language mean the limit of my world.”

*Ludwig Wittgenstein*



# masters holiday workshops

Our Masters Workshops & Seminars offer a diverse range of non-exhaustive language Theory, Skills and Techniques that compliment and enhance your child's Syllabus studies.

## **Linguist Masters Practical Workshops**

In order to develop children's vocabulary, simultaneous play, and grow their self-confidence and imagination, we organise regular practical workshops.

## **Cinematography**

Linguist Masters Students will have access to a wide range of recent films in their chosen language to enhance their learning experience and socialise with fellow students. They can enjoy films by accessing them in their original form.

## **Art & Craft**

Ideally the learning of a modern foreign language should not be limited to fixed teaching sessions. It is fascinating to watch how stimulated children become when they can use their language skills for creative activities. We therefore organise regular Art & Craft workshops offering engaging practical activities linked to popular classroom themes.

## **French & English History through Art & Craft**

Comparing times in the history of both countries, playing memory games with significant images of both histories and creating a display with key moments in France and England throughout centuries... All of which is relevant to children's education and satisfies their thirst for knowledge.

## **Other Modern Foreign Languages!**

We want our Masters students to have the opportunity to experience what it is like to learn other languages. We therefore plan Mandarin, Portuguese, Spanish, Turkish, German, Italian, French, Polish, Arabic or Russian workshops throughout the holiday to show our students that multi-linguism is not alien!

*Our various Workshops and Seminars are aimed at making your child's experience within the Academy stimulating and truly unique.*

“You are offering a super facility for Newbury; many thanks for running such a great school!”

*Mrs Wilshaw, Newbury*



# 7 secrets to create language academy parents

- ✓ Linguist Academy Parents never interact with their children during class.
- ✓ Linguists Academy Parents always keep their future linguists quiet and under control during their sibling's class.
- ✓ Linguist Academy Parents realise that The VICI Language Academy is not a day-care centre, so they drop off and pick up their children promptly.
- ✓ Linguist Academy Parents know and faithfully practise all academy rules and policies. They follow the Academy social etiquette and help to create a respectful environment by addressing all members of staff by their family names.
- ✓ Linguist Academy Parents know that their child is an individual who will progress at his/her own rate.
- ✓ Linguist Academy Parents know that if they have a concern about their child's learning, progress, or about the academy that they should go directly to the Teachers - not to other parents. They know that the Teachers are trained to support and help to develop their child.
- ✓ Linguist Academy Parents are encouraging to all students in the academy during class, graduations, and demonstrations.

Additional fee for Uniform and Learning Aids, please speak to a member of staff.



With a bespoke approach to training, offering group lessons, private one-to-one coaching and regular seminars to suit your learning style, we pledge to make languages work for you.

## the VICI language academy graduations

The VICI Language Academy organises a graduation ceremony every 6 months for all its students.

Our Coaching Programmes are chosen by our most dedicated students, serious about their language studies and all the staff at VICI believe that it is a duty to live up to it!

Once enrolled in our academy, we make a promise to take our students as close to bilingualism as we can.

The graduation process therefore ensures that our students are:

- ✓ Following a clear and well structured syllabus
- ✓ Made aware of their progress, being supported when needed
- ✓ Benefiting from the right level of pressure in order to succeed.

Without a graduation process, lessons at our Academy would simply just be a hobby when our students have made an educational investment. For any informal system to be worth any level of credibility there must be a level of assessment. This way, we can establish a level of education for each individual student, and so help them to progress to even higher levels of competence with the VICI support systems that are in place. We use an assessment scheme supported by the National Languages Strategy as well as the European Language Portfolio' (ELP) approved by The Council of Europe.

The good teacher discovers the natural gift of his pupils and liberates them by stimulating influence of the inspiration that he can impart



# the name of VICI guarantees excellence

We are not just here to teach children a modern foreign language but to help them be competitive candidates in the admission process for College or University, improve their employment potential, enhance their travel experience to be fully immersed and integrated into the social life of the country they visit; to be tolerant and open to other cultures.

The VICI Language Academy coaches are trained experts at dealing with these core requirements and practices according to the VICI Motto:

## REWARD SELF BELIEF INSPIRATION

Here are some simple examples of our structured Linguist Masters Programmes features and benefits:

“ We wanted to let you know how delighted we are with the Academy. The boys are excited and so keen to attend. We are incredibly lucky to have access to this wonderful facility with you and your colleagues’ exemplary teaching. So - thank you.”

*Mr & Mrs Hughes, Newbury*

FEATURES	BENEFITS	RETURN on EDUCATION INVESTMENT
Structured programme with goals and rewards	Builds self-confidence and self-esteem	Improved behaviour
Mentally demanding activities	Improves concentration and focus	Improved grades at school or higher performance at work
Learning expanded to geography and culture	Improve the learner’s ability to understand and communicate with people from different walks of life	Improved knowledge for school subjects; greater social standing
Access to a variety of learning skills	To sharpen cognitive and life skills: flexibility, creativity, and higher order of thinking skills, such as problem-solving	Proven to score higher on tests in reading, language, art, and maths
Group learning environment	Teaches teamwork and helps develop a group affinity	Develop social skills and make new friends



“ We have strong evidence today that studying a foreign language has a ripple effect, helping to improve student performance in other subjects.”

*Richard Riley, U.S. Secretary of Education under Bill Clinton*



# programme comparison



	Positive Start	Linguist Masters	Linguist Masters Plus
Uniform	Basic T-shirt	Polo shirt and sweat shirt with insignia	Two sets of Polo shirt and sweat shirt with insignia
Learning aids	Basic	Deluxe	All inclusive
Programme Length	3 months	6 months	12 months
Lesson time	30 minutes	60 minutes	90 minutes
Number of lessons	12	24	48
Certification		✓	advanced
IT resources	Limited	✓	✓
Language Library		✓	✓
Holiday workshops		✓	✓
Individual Project Plan			✓

“ Succeed and you will be the proud owner of another language.”  
Barry Farber



# VICI statement of value

VICI is elite in its philosophy, programme structure, concept and resources.

At VICI we value people and believe we are all central to our mutual success! We demonstrate this value by:

- Showing respect for people by being highly professional in our manner and presentation, and by accepting people for who they are.
- Treating people equally, whilst valuing their individuality and uniqueness.
- Creating an environment where we are all able to give the best of ourselves.
- Acting in mutually beneficial ways – creating Win-Win outcomes for all.
- Investing in our people so they will invest in us – by offering time, energy & expertise we at VICI help people develop their full potential.
- Being passionate about what we do and by nurturing the VICI community so everyone may experience meaning and purpose in what they do. When everyone is working together in this way it fosters an environment for mutual success and happiness.

At VICI we aim to develop people's resourcefulness, which will serve them for the rest of their lives! We demonstrate this value by:

- Adapting to people's strengths and understanding their weaknesses.
- Believing in everyone's potential.
- Building relationships that last based on acceptance and support.

Fostering an environment where everyday brings the potential for new experiences, which will challenge our collective creativity and expertise. To this end we will support you, guide you and provide development opportunities.

- Using a coaching model throughout the organisation (management and teaching), which focuses on helping people understand and access their potential.

At VICI we enable multilingual performance! We demonstrate this by:

- Helping people to perform at their best by using a coaching model that creates insight, motivates and is outcome focused. By focusing in these areas individuals will have a model for high performance in other areas of their life – this is VICI's added value commitment its staff and students.
- Seeking to understand all those we work with and by adapting our behavioural responses and teaching methods, so as to fully engage them as unique individual. This will affect people's positive state and subsequently their successful performance.



“The overall package of VICI is quite brilliant!”  
*Mr Shotliff, Newbury*

The aim of our Language Academy is to create an inclusive language learning culture and to develop happy well-motivated students according to their varying abilities within a caring and stimulating learning environment.

- ✓ To provide well-trained and professional language coaches and assistants supported by the best available resources.
- ✓ We aim to provide a high level of students who will be disciplined, inquisitive and well motivated.
- ✓ In addition we promote intellect, moral, social and cultural development. Students should be prepared to derive maximum benefit from the skills taught. They will achieve a high level of fluency, understand different cultures and be tolerant.

✓ The aim of The VICI Language Academy is to achieve the above in a safe, structured and organised environment, conducive of its students learning needs.

✓ VICI will continue to be a progressive organisation, remaining at the cutting edge of language development.



“Developing an environment where our inner resources can flourish. At VICI we believe the ultimate inner resources to be: Determination, Creativity, Energy, Passion, Decisiveness, Flexibility, Certainty Compassion, Vision.”



# Welcome to the VICI Language Academy

## opening hours

Monday: 10:00 am - 8:00 pm  
Tuesday: 10:00 am - 8:00 pm  
Wednesday: 10:00 am - 8:00 pm  
Thursday: 10:00 am - 8:00 pm  
Friday: 10:00 am - 5:00 pm  
Saturday: 9:00 am - 5:00 pm  
Sunday: Closed

## contact

01635 522410 • [www.thevici.com](http://www.thevici.com) • [learn@thevici.com](mailto:learn@thevici.com)

Get in touch with our Academy Director:

**Nathalie Danon-Kerr:** [ndanonkerr@thevici.com](mailto:ndanonkerr@thevici.com)

Speak to our Academy Manager:

**Nicolas Thénot:** [nthenot@thevici.com](mailto:nthenot@thevici.com)

Speak to our Head Coach:

**Victoria Kennett:** [vkennett@thevici.com](mailto:vkennett@thevici.com)

**Administration Team:** [admin@thevici.com](mailto:admin@thevici.com)

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# Welcome to The VICI Language Academy

**Determination**

**Creativity**

**Energy**

**Passion**

**Decisiveness**

**Flexibility**

**Certainty**

**Compassion**

**Vision**

## The VICI Language Academy

*Creating True linguists within our Community*

[www.thevici.com](http://www.thevici.com)

## VICI Language Dynamics

*Recruiting and training language talents  
for modern organisations*

[www.vicilanguagedynamics.com](http://www.vicilanguagedynamics.com)

## Nathalie Danon-Kerr, Language Expert

*Coaching & Training for Language Professionals*

[www.nathaliedanonkerr.com](http://www.nathaliedanonkerr.com)

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VICI Language Academy

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