



*Ostyæl*

**One Year  
Inspires  
A Lifetime**

**Academic Mindset Optimiser**

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# Our Vision

The Ostyæl initiative is a behavioural programme designed to reignite innovation in our approach to education. Mindset development for young people is seldom prioritised in today's society, affecting schooling, home, and the wider community. As a result, students often exhibit indifference towards their educational career, disruptive behaviour, and a reliance on others for direction and motivation, which restricts their growth and potential.

## How We Address These Issues

- **TaeKwon-Do Philosophy:** We draw from TaeKwon-Do to cultivate values that inspire a genuine willingness to learn, enhancing student engagement, motivation, and competence for long-term success.
- **Psychology and Neuroscience:** We integrate insights from behavioural psychology and practical neuroscience to deepen understanding and optimise learning outcomes.

Of course, it's nearly impossible to engage most students with philosophy and mindset alone. Just as martial arts teach physical self-defence, we teach foundational art skills and creative writing, culminating in the challenge of writing and illustrating a book. This challenge not only aligns with the founder's expertise but also complements our mindset goals, offering a practical and creative way for students to apply what they learn.

# Hands-On Approach

While our programme is delivered digitally, we aim to minimise screen time and replace it with meaningful, hands-on experiences. We've designed activities that are easy to implement, allowing parents to actively participate in their child's learning journey without requiring extensive preparation. Through dedicated videos and documentation, we provide parents with the insights and guidance needed to make the most of everyday teaching moments, further enhancing the programme's effectiveness.



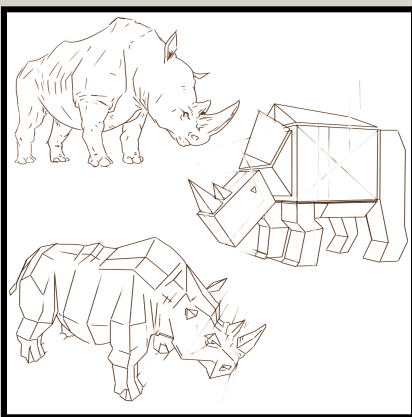
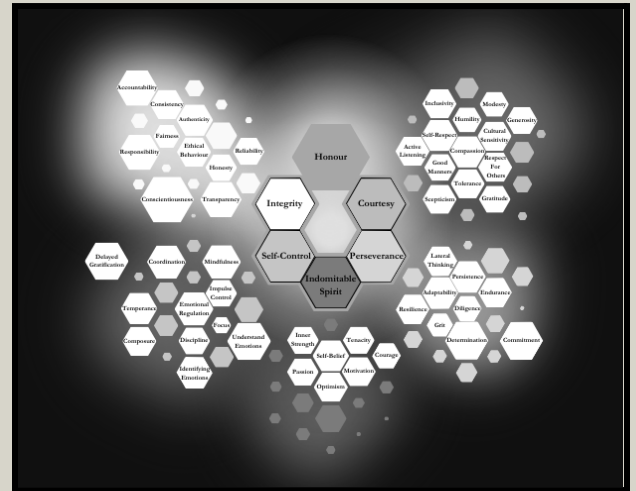
To further counteract the sedentary nature of screen-based learning, we are also incorporating innovative 3D printing technology to create interactive, hands-on resources. These assets will make the learning experience more tangible and engaging while reducing reliance on screens. This exciting feature is currently in development, with more information available on our website.

# Programme Structure

## Phase One

### Core Character

We begin by introducing students to six key tenets. As students deepen their understanding of these principles, we focus on integrating them into daily routines, transforming them from abstract ideas into a way of life.

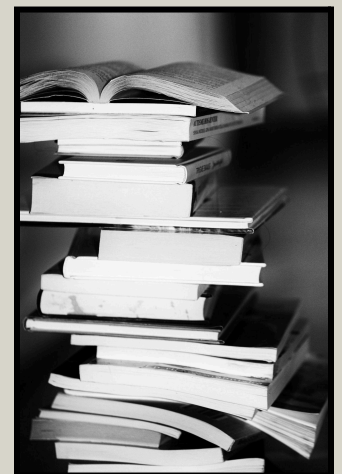


### Artistic Foundations

We focus on essential structural skills, dedicating the longest phase to building a strong foundation in these areas. Core character elements are integrated to demonstrate their cohesive application within artistic practice.

### Reading List

To avoid overwhelming students, we provide a curated reading list that helps them explore various writing styles and observe the presence or absence of tenets in stories, impacting character outcomes. Students are also encouraged to listen to audiobooks while reading, a proven method to enhance reading proficiency.





## Phase Two

### **Independent autonomy**

Entering the second phase, we leverage the differentiation between syllabus and curriculum to shift the students' approach to learning. The challenging syllabus is quicker to complete, and instead of moving to the next phase, students are encouraged to explore the broader curriculum. This approach fosters a sense of accomplishment and shifts the focus from traditional education to a more exploratory, self-driven learning experience.

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### **Creative Momentum**

With independent autonomy as the strategic framework, phase two advances project-based skills. Artistically, students build on their foundational knowledge, tackling more complex challenges, while a robust introduction to creative writing provides a solid base for students to smoothly transition into independent work.



## Phase Three

### Acceleration and Project Launch

In the third phase, momentum is key. With a fully developed mindset and honed skills, students are now positioned to accelerate their learning and work independently. This phase is focused on launching their project—writing and illustrating their first book. By this stage, the planning is complete, and all the pieces are in place; it's time to bring everything together. As educators, our role shifts to supporting their progress and assessing the programme's overall effectiveness. There's no need to rush the completion of the project, as students have the skills to continue and refine their work independently. Each project is a unique reflection of the student's journey, showcasing their personal growth and achievements.



# Assessments

## Pressure test

Designed for the creative skill set curriculum, our pressure test focuses on student knowledge rather than just results. Instead of stressing over a fixed exam date, students are thoroughly prepared and informed that a test could happen at any time. This approach emphasises maintaining readiness, ensuring students remain confident and prepared. As the saying goes, "Fail to prepare, prepare to fail," but our method ensures students are always ready

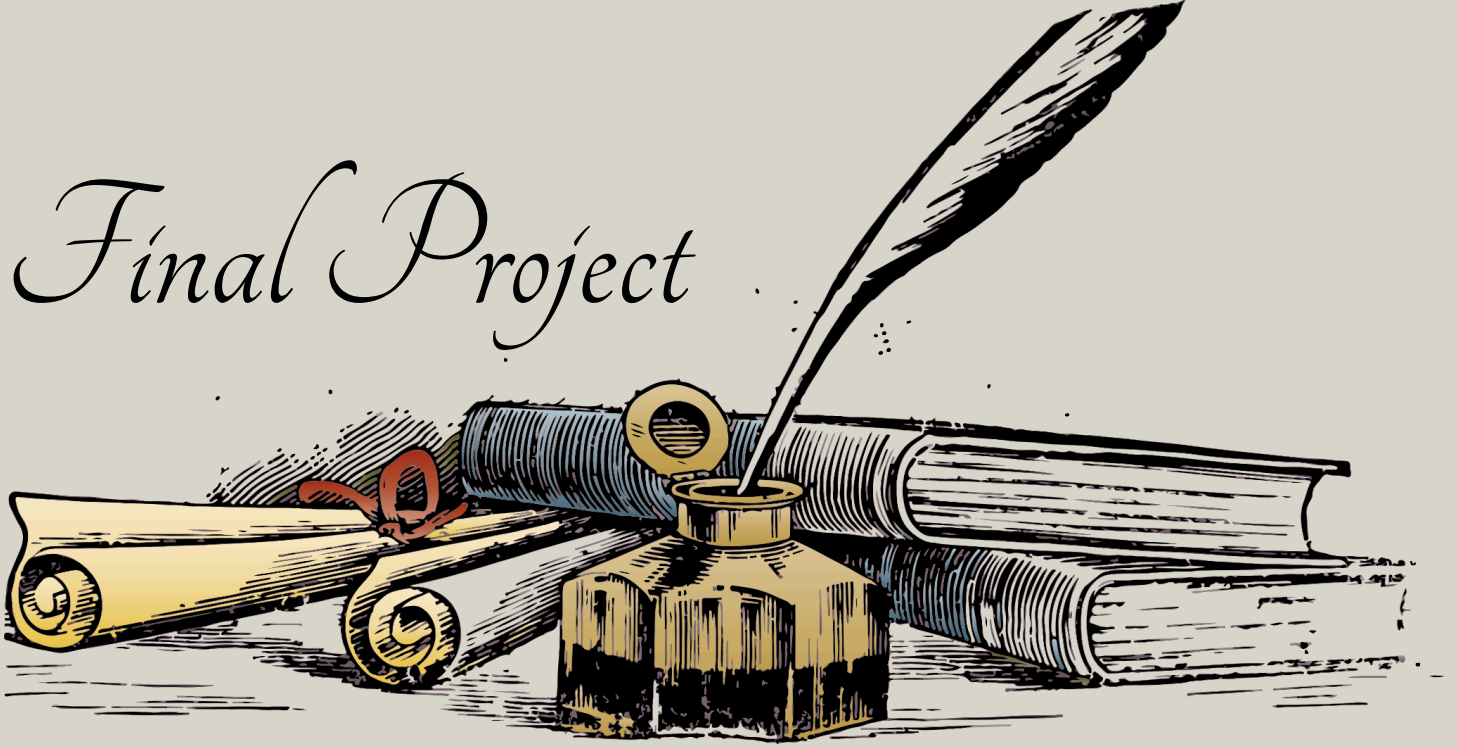
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## Silent assessment

This method is designed to evaluate the mindset elements of the programme. By conducting assessments without the student's knowledge, we capture their natural progress and check consistency in learning and behaviour. Contrasting these results with other tests provides a clearer picture of each student's abilities, helping us better support their development.



# Final Project



The final project of writing and illustrating a book was chosen for its adaptability, allowing it to suit varying ages and abilities. We will not require the book to be finished by the end of the programme as it is the purpose of the programme to equip our students with the knowledge and skills to complete it independently. Each student will progress at their own pace, with each book having unique demands.

In this final stage, our focus is on assessing the entire process rather than the finished product. We evaluate the development of foundational skills and, importantly, whether the principles and practices have become an integral part of the student's mindset.

# About The Founder

“My journey as an educator began in 2015, when I took on the leadership of my local martial arts club with the Global TaeKwon-Do United Kingdom (GTUK). Guided by the tenets of TaeKwon-Do, I developed my teaching around personal growth and discipline. This approach allowed my students to excel not only in the training hall but also in their personal and academic lives. Inspired by these successes, I pursued a deeper understanding of psychology, which enabled me to more effectively address the unique challenges students face.



After the pandemic, I returned to my creative roots, focusing on digital art and 3D printing. These refined technologies are now opening new possibilities for educational reform, where the intersection of creativity and technology can be harnessed to enhance student experiences and foster meaningful behavioural change.

As a father of three, I am deeply invested in creating an educational environment that is both effective and supportive. My diverse background and innovative approach have uniquely positioned me to lead this programme, ensuring it meets the evolving needs of today’s learners. I’ve seen this approach work and wish to push education forward for the sake of our children.”

# Why Become An Early Adopter?

We're offering a limited number of early adopter slots to help finalise the programme before our global launch. Pre-enrolment is open until **Monday, 30th September 2024**, after which you can join our full launch waiting list.

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**Limited Spaces:** There are only 100 early adopter slots available.

**Exclusive Savings:** Lock in the best rates, saving over **70%** for as long as you stay.

**Premium Access:** Get top-tier content and personalised support.

**Community:** Be part of a supportive, growth-focused group.

**Influence:** Help shape the programme with your feedback.

**Family-Friendly:** One membership covers the whole household.

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Visit [www.ostyael.com](http://www.ostyael.com) to secure your slot!