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Matthews, NC

TAG – You’re It! – Positive Learning Seminar A Big Success in Matthews

Educators from across the country gathered in Matthews on the weekend to learn about TAGteach, a revolutionary new method of teaching and coaching. TAG stands for Teaching with Acoustical Guidance. This is a positive reinforcement-based teaching system in which a click sound is used to tell the learner when they have done something correctly. Theresa Mckeon, TAGteach International cofounder and coach at International Gymnastics in Matthews, hosted the local event. Attendees included a corporate trainer working in the nuclear industry, Special Olympics coaches, youth workers and parents of special needs children, all of whom learned how to apply the principles of TAGteach to their own teaching situation.

TAGteach is not only positive for students and teacher; it’s good for business. Dance school owner Beth Wheeler said, “TAGteach is the number one best decision I have ever made for my business.” After switching her entire school over to TAGteach, Wheeler has seen an increase in revenue, an increase in student retention, and a decrease in staff turnover.

TAGteach is a targeted organized approach that facilitates accelerated learning while minimizing frustration on the part of teacher and student. There is no scolding or negative talk in TAGteach. Students and teachers, managers and staff, all work in partnership and build on success in a positive environment. In TAGteach, a sharp sound or audible tag pinpoints the exact moment the desired action is executed correctly and gives immediate and clear feedback to the learner. The tag becomes a positive reinforcer through pairing with tangible rewards (stickers for example) or as a result of the good feelings that are associated with success improvement and praise from the teacher. Younger students keep track of their tags and trade them in for beads, stickers or other prizes: adults find the clear feedback reinforcing. Attendees agreed the interactive TAGteach session with gymnasts from International gymnastics was a fantastic addition to the seminar. A Special Olympics coach attending the seminar said, “This is the first seminar I’ve attended where everyone was engaged and attentive for two solid days...really great information.” Anell Roberts, a gymnastic coach for NC said, “I can’t wait to get back to the gym and implement this program with my athletes.

TAGteach has been asked to present in England, Ireland, Sweden, Iceland, Canada, and various cities across the United States.

For more information and dates of future TAGteach seminars, visit the TAGteach website at www.tagteach.com