



The Edge Consultants

Improving your Tutoring Business

Unlocking your full business potential



The Edge Educational Consultants

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Improving a Tutoring Business

The Edge Consultants bring a unique blend of experience, combining a teacher's perspective and experience working alongside numerous AIS and NESA consultants across NSW.

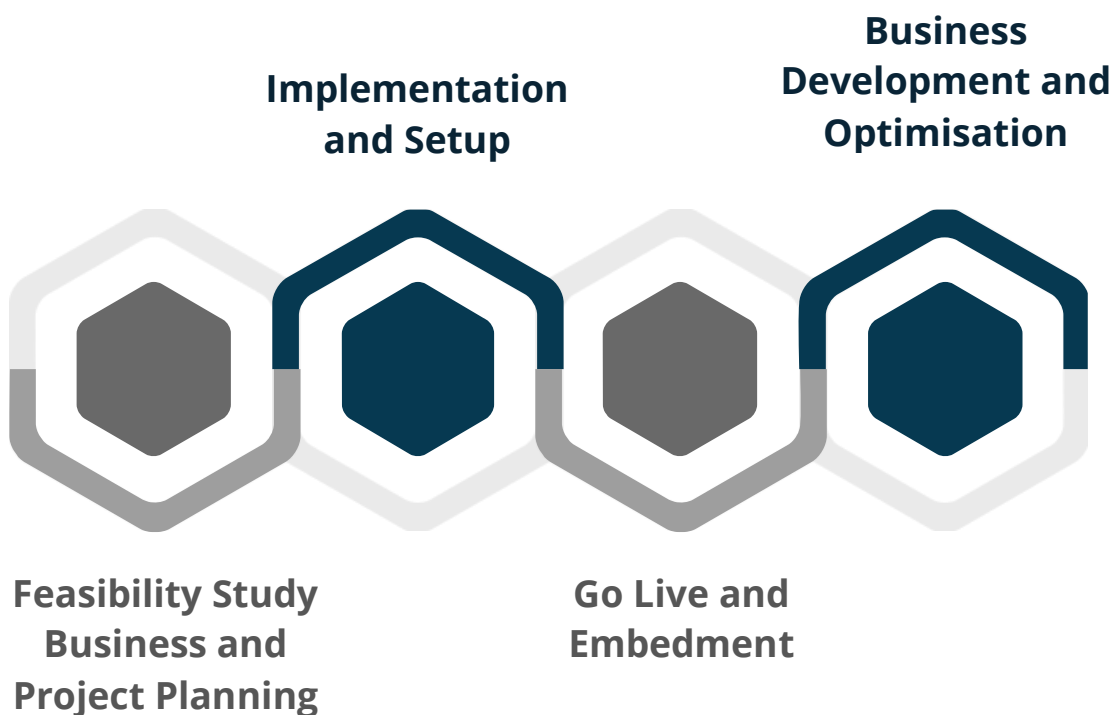
As experienced educators, we know the detrimental role tutoring services play within our community. Tutoring services can ultimately change the lives of students in ways that even school teachers can't. We know that tutoring services can bridge the gap for students who are experiencing gaps within their learning; which will improve their confidence and create a solid foundation of learning. Tutoring services can also cater for the other end of the scale to extend students and teach them concepts so they are ready to tackle it all when they get to school. This is why we use our knowledge of the latest research, paired with the best programs which align with the new NSW syllabus in order to get the best results and still cater for individual learning needs.

Our Start Up service is tailored to existing tutoring services or those who are looking to establish a new tutoring business.

We will build your tutoring service with a focus on vision, quality, educational insight, cost and time efficiency and an objective to achieve business sustainability growth and optimisation.

We will mobilise quickly to seamlessly deliver at any scale and utilise a results-driven model, leveraging off the power of analytics to drive marketing and business strategy.

The Edge will support you through the following phases:



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Our Services

We believe that every tutoring business must be tailored specifically to its location and your vision. With this in mind, our services typically include the following:

Feasibility Study, Business and Project Planning

Feasibility Study

- In depth analysis and research on chosen location (understanding the needs of the community- are your students mainstreamed? Do you cater for students with disability/gifted and talented students?)
- Budgets and Projections
- Cash Flow and forecasting

Business planning

- Discussing business vision and mission
- Organisational structure
- Discuss classes on offer, programs used, training of staff
- Discuss assessment, homework and reporting
- Prepare project timeline and schedule with milestones
- Manage complete project end to end

Marketing

- Brand development
- Marketing Plan and Timeline

Implementation and Setup

- Setting up structured lessons based on the most effective programs that are based on the latest research and aligned with the curriculum
- Look at the range of services that can be delivered at the centre- whether one-on-one or small class settings.

Marketing

- Marketing and Signage
- Website
- Build and manage social media accounts
- Photography
- Prepare campaigns
- Implement marketing strategy

Other Services

- Parent seminars for any topic of interest

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- Direct Instruction Programs
- NAPLAN workshops
- OC preparation
- Public Speaking classes



Go Live and Embedment

- Training of staff collectively to effectively deliver programs in the best way
- Professional development sessions delivered to staff to increase their knowledge in specific subject areas
- One-on-one mentoring with each tutor
- Modelling lessons by teaching the students so the tutor can see exactly how to deliver content in the best way
- Advice given regarding the needs of specific students (e.g. students with special needs)
- Observation of tutor delivering a lesson with quality feedback given to improve and tighten the lesson to ensure a premium service is delivered
- Host parent information evenings to explain to the community what the tutoring service aims to achieve and how we can achieve it. Tips given for parents to best assist their child at home. Also, a chance for parents to meet their child's tutor.

Business Development and Optimisation

We will continue with your business with a focus on business growth and optimization to ultimately achieve an ever evolving and developing business.

~ We are prepared to embark on the journey of establishing and growing a successful tutoring business with you ~

Nardin Hanna

Director

BEd, Dip (Children's Services) ~ NESA Accredited Proficient Teacher