Speaking First
Educational System

SPEAKING FIRST®

English Education Solutions

The complete English education system for schools.

- Methodology.
- Teacher Excellence.
- Educational Technology.
- Premium Resources.

Everything working together to help students become confident English communicators.



Education is changing.

English education should too.

Schools today face greater expectations than ever before.

Families expect meaningful progress.

Teachers need engaging, high-quality resources.

School leaders look for programmes that are academically rigorous, operationally efficient and capable of delivering measurable outcomes.

At the same time, children are growing up in a world where communication, collaboration and confidence matter more than ever.

English is no longer simply another school subject.

It is a life skill.

Preparing students for that reality requires more than textbooks.

It requires a complete educational system.

Our mission is simple.

To help every child develop the confidence to use English naturally, inside and outside the classroom

The challenge

Why do so many students still struggle to speak English?

Every year, millions of children study English.

They learn grammar.

They memorise vocabulary.

They complete worksheets.

They pass exams.

Then…

"Tell me about your weekend."

Many hesitate.

Not because they lack knowledge.

But because they have had too few opportunities to use the language for real communication.

For decades,

English education has often measured

what students know

instead of

what students can actually do.

Knowledge doesn't always become **communication.**

Speaking First® was created to bridge that gap.

Success in English is not measured by what students remember.

It is measured by what they can confidently say.



A **different** way of thinking.

Most English programmes begin with content.

We begin with communication.



One complete educational ecosystem.

Most English programmes are built from disconnected parts.

📖 One company provides the books.

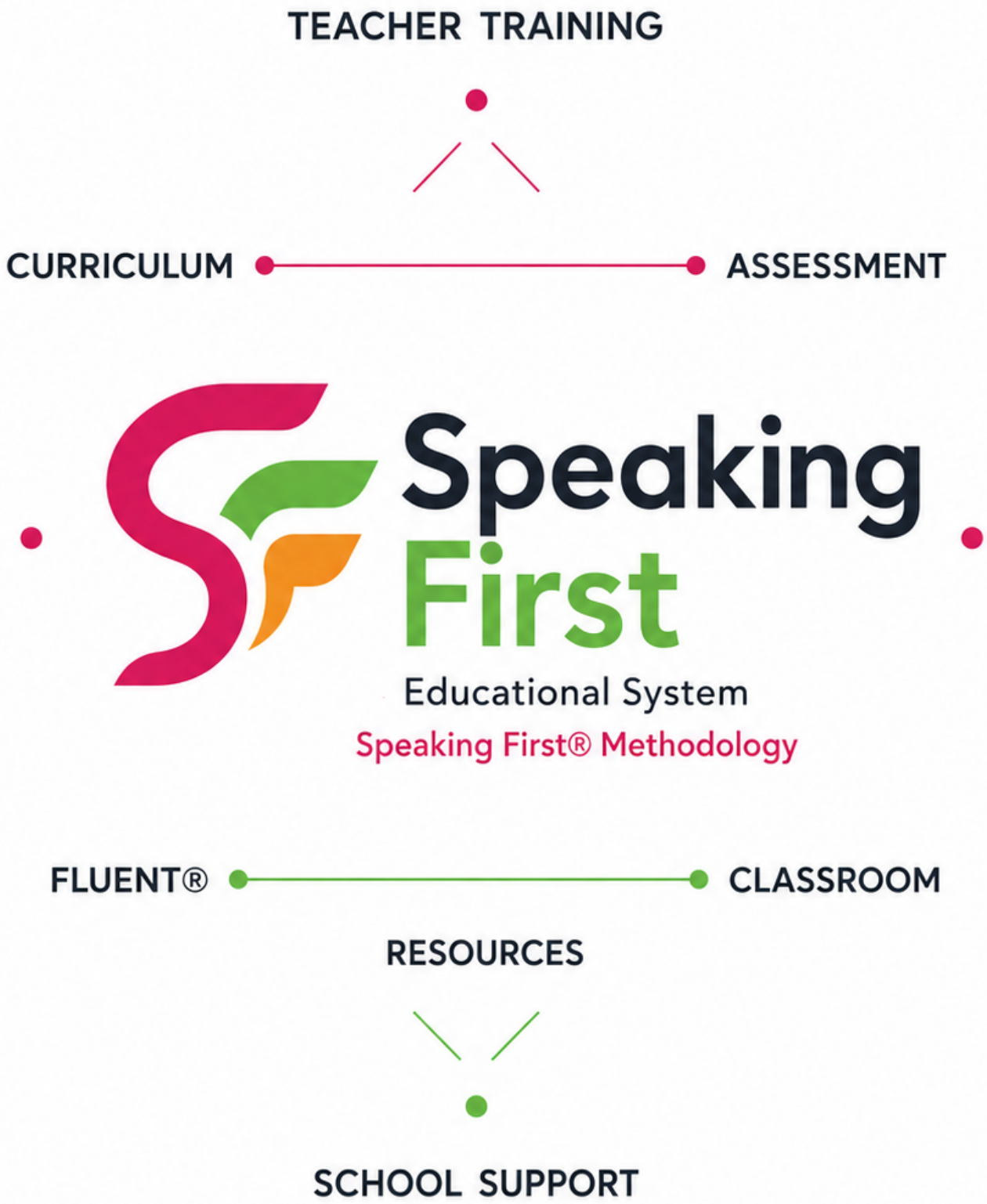
🖥️ Another supplies digital resources.

👩‍🏫 Another delivers teacher training.

📋 Another develops assessments.

⛓️ Each component works independently.

🧩 Schools are left to connect the pieces.


TEACHER TRAINING
CURRICULUM
ASSESSMENT
Speaking First
Educational System
Speaking First® Methodology
FLUENT®
CLASSROOM
RESOURCES
SCHOOL SUPPORT

ONE PHILOSOPHY.
ONE SYSTEM.
REAL COMMUNICATION.

THE FOUR PILLARS

Every decision we make is guided by four principles.
Together, they create one educational system.

01

SPEAKING FIRST

Communication is the centre of every lesson. Students learn by using English to share ideas, ask, respond and solve real problems.



02

TEACHER EXCELLENCE

Outstanding teaching requires outstanding support. Our teachers receive practical training, coaching and continuous development.



03

FLUENT®

Short, engaging speaking and pronunciation activities extend learning beyond the classroom. Students practise, receive immediate feedback and build confidence—little by little, every week.



04

PREMIUM RESOURCES

Every lesson is supported by carefully designed resources created exclusively for our methodology. Not generic worksheets—purpose-built materials that maximise communication.



SPEAK
to communicate

INTERACT
to connect

THINK
to understand

SHARE
to impact



DIFFERENT ELEMENTS.

ONE PHILOSOPHY.

ONE EDUCATIONAL SYSTEM.



Speaking First®

was designed differently.

Everything has been created as one integrated ecosystem.

Every lesson is built around **communication.**

Our methodology follows a carefully structured learning journey that encourages students to move naturally from understanding language to using it with confidence.

Rather than simply presenting new content, lessons are designed to maximise meaningful interaction at every stage.



Classrooms designed for participation.

- The most successful English classrooms are not the quietest.
- They are the ones filled with conversation.
- Students are encouraged to ask questions, negotiate meaning, explain ideas, work collaboratively and respond spontaneously in English.
- Teachers carefully guide these interactions, ensuring that every learner participates while providing the support needed for success.
- This creates classrooms where English becomes the language students naturally choose to use.
- Over time, hesitation gives way to confidence.
- Confidence becomes fluency.
- And fluency becomes habit.

The more students speak, the more they believe they can

Teacher

Excellence

Great lessons begin with great teachers.

Outstanding educational systems are built by outstanding educators.

At Speak English Lab System®, teacher development is not an optional extra—it is one of our core commitments.

Every teacher receives structured training in our methodology before entering the classroom and continues to benefit from ongoing coaching and professional support throughout the academic year.

Our training focuses on practical classroom application.

Teachers learn how to create highly interactive lessons, maximise speaking opportunities, manage different learning styles and maintain a consistent educational experience across every class.

This investment in teachers benefits everyone.

Students experience better lessons.

Schools enjoy greater consistency.

Teachers feel more confident and supported.

OUR LEARNING PROGRESSION

A natural, communicative flow that builds confidence and fluency step by step.

01

DISCOVER

Students are introduced to new language through engaging contexts, visual support and meaningful situations.



02

EXPLORE

They begin experimenting with new vocabulary and structures through guided speaking activities.



03

INTERACT

Students collaborate in pairs and groups, asking questions, sharing ideas and solving challenges together.



04

COMMUNICATE

Finally, they apply their learning in authentic speaking tasks that encourage creativity, independence and confidence.



This progression allows every learner to build fluency naturally while remaining **actively engaged** throughout the lesson.

Consistency creates quality.

One exceptional teacher can inspire a class.

A consistent teaching system transforms an entire school.

Our approach ensures that every teacher shares the same educational philosophy while maintaining the flexibility to bring their own personality and creativity into each lesson.

This balance between consistency and individuality creates programmes that remain recognisable across every classroom while still feeling dynamic, engaging and authentic.

Schools know what to expect.

Parents experience continuity.

Students benefit from a familiar learning journey as they progress from year to year.

Every classroom.

Every teacher.

One educational standard.

Professional development never stops.

Education evolves continuously.

So do we.

Teachers receive regular coaching, practical feedback and opportunities to refine their classroom practice throughout the year.

Professional development focuses on areas such as:

- Speaking-centred lesson delivery
- Student engagement
- Classroom interaction
- Pronunciation awareness
- Behaviour management
- Effective feedback
- Age-appropriate communication strategies

This culture of continuous improvement allows teachers to grow professionally while ensuring students continue to receive the highest quality learning experience.

Teaching with purpose.

Every activity.

Every question.

Every resource.

Every conversation.

Has been designed with one objective in mind.

Helping children become confident English communicators.

When methodology, teacher development and classroom practice work together, learning becomes more than a weekly English lesson.

It becomes an experience that students genuinely enjoy.

One that schools are proud to offer.

And one that families recognise as something different.

FLUENT®

Learning doesn't stop when the lesson ends.

One English lesson each week can inspire.

Regular practice creates lasting progress.

FLUENT® is the digital extension of Speaking First®, designed to reinforce speaking and pronunciation through short, engaging activities that students complete in just a few minutes.

Rather than replacing classroom learning, FLUENT® strengthens it.

Students revisit the language introduced during the week, practise authentic pronunciation and develop greater confidence through regular exposure to English.

The result is simple.

More speaking.

Better pronunciation.

Greater confidence.

A few minutes of focused practice can make a remarkable difference over the course of a school year.

Pronunciation matters.

Good pronunciation is about more than sounding native.

It is about being understood.

Children who develop clear pronunciation from an early age often feel more confident speaking English because they experience greater success communicating with others.

That confidence encourages them to participate more often.

To take risks.

To speak without fear of making mistakes.

At Speaking First®, pronunciation is developed gradually and naturally from the very beginning of a child's learning journey.

Every activity reinforces careful listening, accurate sound production and growing confidence.

Because confident speakers become confident learners.

Confidence begins with being understood.

Fluent

By Speak English Lab

Extending learning beyond the classroom.

Fluent® connects classroom learning with meaningful speaking practice at home, creating a continuous English learning experience that builds confidence every day.

01 LISTEN
to understand

Students listen to short, engaging real-life sentences with clear pronunciation.

02 REPEAT
to practise

They repeat out loud, developing fluency, intonation and natural rhythm.



03 RECORD
to speak

Students record their voice and compare it with the model.

04 CHECK
to improve

They receive instant feedback and see their progress in real time.

Short activities.
Smart technology.
Real progress.

BUILDS CONFIDENCE
Regular speaking practice helps students speak with confidence.

CREATES HABITS
Just a few minutes, a few times a week makes a big difference.

LEARNING ANYWHERE
Accessible from home on any device, anytime, anywhere.

TRACKS PROGRESS
Students and families can see improvement step by step.

More practice. More confidence. More fluent.

Extending

the classroom.

Learning is most effective when it continues beyond a single weekly lesson.

FLUENT® creates a natural connection between school and home, allowing students to reinforce what they have learned without adding unnecessary workload.

Activities are short.

Focused.

Age-appropriate.

Designed to fit easily into family routines.

Instead of asking children to complete traditional homework, FLUENT® encourages them to continue speaking English in a positive and engaging way.

Small moments.

Consistent practice.

Long-term progress.

Designed for students.

Every aspect of FLUENT® has been created with young learners in mind.

- Simple instructions.
- Clean design.
- Engaging visuals.
- Immediate feedback.
- Children know exactly what to do from the moment they begin.
- This simplicity encourages independence while allowing students to focus on what matters most—using English.
- Technology should never distract from learning.
- It should quietly support it.

That philosophy guides every feature within FLUENT®.

Designed for families.

Families play an important role in every child's learning journey.

- FLUENT® helps parents stay connected without requiring them to become English teachers themselves.
- Children complete short speaking activities independently while parents gain reassurance that learning is continuing beyond the classroom.
- Rather than increasing pressure at home, FLUENT® creates positive opportunities for children to practise regularly and celebrate their progress.

Families appreciate seeing confidence grow—not just test results.

Designed Around

Speaking

Speaking is not one activity within the lesson.

It is the lesson.

Every resource has been created to encourage children to communicate from the very beginning. Vocabulary is introduced through meaningful situations, grammar appears naturally within communication, and every activity gives students opportunities to listen, respond and speak with confidence.

Rather than completing long written exercises, children actively use English throughout the lesson —asking questions, solving problems, working with partners and participating in carefully structured speaking tasks.

This continuous interaction helps language become automatic, creating confident learners who use English naturally instead of simply knowing about it.

Every activity has one purpose:

getting children to **speak.**

Speakingfirst
EDUCATIONAL SYSTEM

DESIGNED BY EDUCATORS.
CREATED FOR SPEAKING.



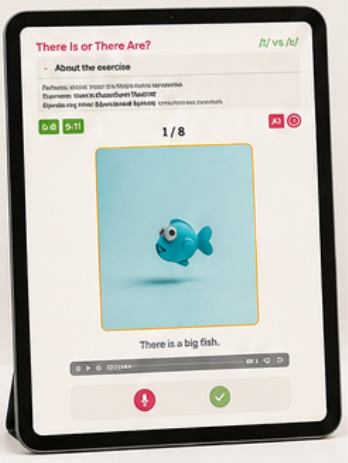
Every course, our educational team creates and refines premium learning resources exclusively for the **Speaking First Educational System®.**

From illustrated flashcards and classroom games to pronunciation activities, every resource is designed around our methodology and tested in real classrooms.

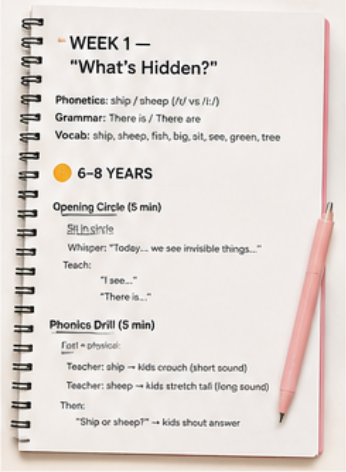
- Nothing is licensed.
- Nothing is generic.
- Everything supports Speaking First.



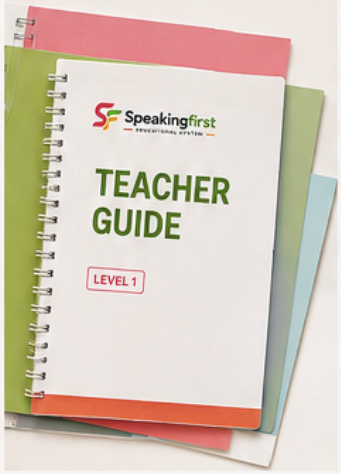
DIGITAL PRACTICE



PRONUNCIATION ACTIVITIES



TEACHER MATERIALS



CLASSROOM GAMES



SPEAK MORE
Children talk more in every class.

THINK IN ENGLISH
Games help children think and respond naturally.

BUILD CONFIDENCE
Fun and supportive games make learning stress-free.

REAL COMMUNICATION
Children use English in real-life situations.

LOVE LEARNING
Every class is fun, engaging, and memorable.

EVERY RESOURCE HAS ONE PURPOSE:
HELPING CHILDREN SPEAK ENGLISH WITH CONFIDENCE.

Teacher Resources That Inspire Great Teaching

Exceptional lessons begin long before students enter the classroom.

Every unit is supported by comprehensive teacher resources designed to reduce preparation time while maintaining consistently high standards across every class.

Teachers receive clear lesson objectives, classroom guidance, activity sequencing, extension ideas and practical strategies that help every lesson run smoothly.

The goal is never to replace great teachers.

It is to give them the confidence and structure to focus on what they do best—creating engaging, dynamic learning experiences for every child.

When teachers feel supported, students thrive.

A Curriculum That Grows With Every Child

Children learn best when every stage builds naturally upon the one before it.

Our curriculum has been carefully designed as one continuous learning journey, allowing students to develop confidence, fluency and accuracy year after year without changing educational philosophy.

Each level introduces new language while reinforcing previously acquired skills, ensuring that progress feels natural rather than overwhelming.

Whether a child joins at age three or prepares for Cambridge qualifications as a teenager, every lesson contributes to the same long-term objective:

Building confident English speakers.

The Learning Journey

Ages 3–5
Speaking Foundations

↓

Ages 6–8
Vocabulary & Communication

↓

Ages 9–11
Fluency & Accuracy

↓

Teens
Cambridge Preparation

↓

Confident English Users

"One philosophy. One methodology. One continuous learning journey."

One Complete Educational System

Everything has been designed to work together.

The Speaking First® is far more than a curriculum or a collection of teaching materials. It is a complete educational ecosystem where every resource has been created to support the same methodology, the same classroom experience and the same long-term learning objectives.

Rather than sourcing materials from multiple publishers and digital platforms, schools receive a fully integrated system designed to provide consistency across every classroom and every teacher.

From the first lesson to the final Cambridge exam, every component works together to deliver one seamless learning experience.

Included within the System

✓ Complete Curriculum

✓Student Materials

✓Lesson plans by age groups

✓ Teacher Guides

✓ Classroom Activities

✓ Speaking Games

✓ Flashcards & Visual Resources

✓ FLUENT® Speaking Platform

✓ Assessment Framework

✓ Parent Communication Resources

✓ Marketing Support

One methodology.

One educational ecosystem.

Monitoring Progress Beyond Test Scores

At Speaking First®, we look at the whole child.
Our approach combines observation, communication, assessment and practice to support confident communicators today and tomorrow.

1

CLASSROOM OBSERVATION

Teachers continuously observe and assess key areas throughout every lesson.

Communication · Participation · Pronunciation · Vocabulary · Confidence

2

WEEKLY PARENT UPDATES

Teachers share brief weekly feedback through the school's communication platform, keeping families informed about learning and progress.

3

FIRST TERM REPORT

Families receive a comprehensive written report at the end of the first term, highlighting progress, strengths and next steps.

4

FLUENT® PRACTICE

Students practise speaking and pronunciation beyond the classroom with FLUENT®, building confidence week by week.

FLUENT
SPEAK · PRACTICE · IMPROVE

5

CONTINUED OBSERVATION

Teachers continue monitoring communication, participation, pronunciation, vocabulary growth and confidence throughout the year.

6

END-OF-YEAR REPORT

Families receive a comprehensive written report at the end of the year, showing the full picture of their child's progress and development.

A MORE COMPLETE PICTURE

We look beyond test scores to understand communication, confidence and personal growth.

CLEAR, CONSISTENT COMMUNICATION

Regular updates and reports keep families informed and engaged every step of the way.

STRONGER PARTNERSHIP

When school and home work together, children thrive.

PRACTICE BUILDS PROGRESS

FLUENT® provides personalised speaking practice that reinforces learning at home.

CONFIDENCE GROWS

Ongoing feedback and support help children believe in themselves.

WE OBSERVE. Every lesson. Every child.

WE COMMUNICATE. Every week. Every family.

WE REPORT. Twice a year. Complete and clear.

WE PRACTISE. Every week. Everywhere.

WE GROW TOGETHER. Stronger partnership. Stronger results.

CONTINUOUS OBSERVATION. | REGULAR COMMUNICATION. | MEANINGFUL PROGRESS.

SPEAKING FIRST® EDUCATIONAL SYSTEM

Teacher Resources That Empower Great Teaching

Outstanding teaching should never depend on spending hours preparing lessons.

Every unit includes detailed teacher guidance designed to provide clarity, consistency and confidence while allowing teachers the flexibility to bring their own personality into the classroom.

Lesson objectives, activity sequencing, classroom management suggestions, extension opportunities and practical teaching notes are all carefully integrated into every unit.

This structured approach reduces preparation time while ensuring that students receive a consistently high-quality learning experience regardless of which teacher leads the lesson.

Our resources support teachers.

Great teachers inspire children.

Together they create exceptional classrooms.

EVERY UNIT. FULLY PREPARED.

Everything teachers need to deliver outstanding lessons with confidence.

1. LESSON PLAN

Clear objectives, structure and timing for every lesson.

WEEK 1 — **Big or Small?** — 6–8 YEARS (60 MINUTES)

THEME	Comparing objects and strange visual scenes
PHONETICS	• bag / map → /b/ vs /m/ • cat / cup → /æ/ vs /ʌ/
GRAMMAR	• bigger than • smaller than • longer than • brighter than
VOCABULARY	bag, map, cat, cup, hat, sun, runner, yellow

ACTIVITY	DESCRIPTION	TIME
1. Opening Circle	"What Can You See?" Teacher shows large image cards. Questions and modelling. Children repeat with gestures.	5 min
2. Phonics Drill "Bag or Map?"	Sound practice and movement game. Fast repetition rounds.	5 min
3. Discovery Circle "Compare It!"	Show paired images. Teach comparison sentences. Children repeat and point.	10 min
4. Game 1 "Run to the Bigger One!"	Students run to the bigger or smaller image. Then they create their own sentences.	15 min
5. Game 2 "True or False?"	Teacher says sentences. Students decide and correct.	15 min
6. Final Speaking Circle	Each child describes one image pair using comparison sentences.	10 min

2. SPEAKING VISUALS

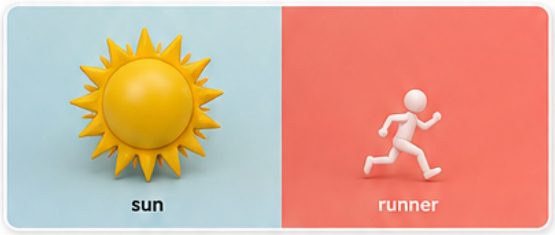
High-quality visual cards that spark conversation and comparison.



Purpose-designed images that build vocabulary, encourage comparison and develop speaking skills.

3. CLASSROOM GAMES & ACTIVITIES

Engaging games that get students moving, thinking and speaking.



Activities that reinforce language through movement, interaction and fun.

4. PHONICS FOCUS

Integrated phonics practice in every lesson.

/b/ vs /m/
/æ/ vs /ʌ/

- /b/ → clap
- /m/ → hum
- /æ/ → open mouth
- /ʌ/ → short sound

Systematic sound awareness that supports accurate pronunciation and confident communication.

5. TEACHER GUIDANCE

Detailed notes to save time and build confidence.

TEACHER NOTES

OBJECTIVES
- Students will compare objects using comparative adjectives.
- Students will produce /b/ vs /m/ and /æ/ vs /ʌ/ accurately.
- Students will use new vocabulary in spoken sentences.

TEACHING NOTES
- Model language clearly with gestures.
- Encourage full sentences, not single words.
- Praise effort and correct gently.

CLASSROOM MANAGEMENT
- Use movement to maintain energy.
- Set clear turn-taking rules.
- Keep instructions short and visual.

6. DIFFERENTIATION & EXTENSION

Activities adapted for different ages and learning goals.

6–8 YEARS
- ✓ Simple comparisons
- ✓ Movement games
- ✓ Repetition and modelling
- ✓ Visual support

9–11 YEARS
- ✓ Extended speaking tasks
- ✓ Creative explanations
- ✓ Opinion and reason
- ✓ Challenge activities

EXTENSION IDEAS
- Invent strange comparisons.
- Use new vocabulary in different contexts.
- Create your own visual scene.

PLAN → PREPARE → TEACH → SPEAK → PROGRESS

Everything has been designed to work together.

Teachers don't spend hours creating lesson plans, searching for activities or adapting commercial materials.

Every unit is fully prepared and ready to teach.

Speakingfirst
EDUCATIONAL SYSTEM

Proven. Profitable. Ready to Scale.

A mature English education business with recurring revenue, strong retention and a model designed for expansion.



€250,000
ANNUAL REVENUE

Consistent and predictable income.

€60,000
OPERATING PROFIT*

After both founders receive full salaries.

≈400
STUDENTS

Established enrolment

Average student relationship: 5–10 years.

RECURRING REVENUE

- Monthly tuition
- High retention
- Predictable cash flow
- Low customer churn

PROVEN PROFITABILITY

A well-established business generating steady profit while reinvesting for continuous improvement and growth.

STRONG FOUNDATION

Over 15 years of experience in Sant Andreu, Barcelona.

A trusted brand with a solid reputation and loyal families.

GROWTH CAPACITY

Current centre operating successfully. Model designed for:

- Additional company-owned schools
- Regional expansion
- Multi-centre operation
- International licensing

FINANCIAL SUMMARY

Annual Revenue	€250,000
Operating Profit*	€60,000
Students	~400

Average Student Lifetime	5–10 years
Revenue Model	Recurring Monthly
Expansion Model	Multi-centre

* Before optimisation of founder roles.

A profitable operating business with a proven educational system, recurring revenue and a clear path to scalable growth.

Speakingfirst
EDUCATIONAL SYSTEM

Better English.
A brighter future.

Two ways to partner with us

Choose the opportunity that fits your goals.

Join a proven, premium English education model that gets children speaking with confidence.



Open a Speak English Lab®

Launch a new premium English academy.

Build a successful academy using our brand, business model and complete educational system.

Includes:

- Speak English Lab® brand
- Speaking First® Educational System
- FLUENT® platform
- Complete curriculum and teaching resources
- Centre launch consulting
- Ongoing educational consulting
- Annual teacher training
- Continuous curriculum updates
- Marketing guidance
- Business mentoring
- Quality assurance

Implement Speaking First®

Transform your existing school or academy.

Keep your own brand while implementing our award-quality educational system.

Includes:

- Speaking First® Educational System
- FLUENT® platform
- Complete curriculum and teaching resources
- Initial implementation
- Ongoing educational consulting
- Annual teacher training
- Continuous curriculum updates
- Quality assurance

Fee structure

A transparent and simple investment model.

PARTNERSHIP MODEL	SPEAK ENGLISH LAB® CENTRE	SPEAKING FIRST® EDUCATIONAL SYSTEM
Upfront fee	**€50,000**	**€20,000**
Year 1	€12,000	€6,000
Year 2	€15,000	€8,000
Year 3	€18,000	€10,000
Year 4 onwards	€24,000	€12,000

Which partnership is right for you?

	Speak English Lab® Centre	Speaking First® Educational System
Start a new academy	✓	–
Use the Speak English Lab® brand	✓	–
Keep your own brand	–	✓
Complete business model	✓	–
Speaking First® Educational System	✓	✓
FLUENT® platform	✓	✓
Annual teacher training	✓	✓
Ongoing consulting	✓	✓

Let's build better English education together.

A partnership designed for long-term success.

BOOK A DISCOVERY CALL >

A Clear Path to Success

Implementing the **Speaking First** Educational System® follows a structured journey designed to make every stage straightforward, predictable and manageable.

Each phase builds upon the previous one, allowing schools to prepare with confidence before moving to the next step.

The Implementation Journey



1 Discovery

Understanding your school, your goals and your students.



2 Planning

Creating an implementation roadmap tailored to your academy.



3 Teacher Training

Introducing the methodology, classroom routines and educational philosophy.



4 System Setup

Preparing curriculum, resources and FLUENT® for launch.



5 Launch

Delivering the **Speaking First** experience from the very first lesson.



6 Ongoing Development

Continuous support, updates and refinement as your school grows.



A successful implementation is not measured by how quickly it begins.

It is measured by how confidently it continues.

Let's Build the Future

Together

Every child deserves the opportunity to speak English with confidence.

Every teacher deserves resources that inspire exceptional teaching.

Every school deserves an educational system that supports long-term success.

If you believe English education can be more engaging, more consistent and more meaningful, we would be delighted to explore what we can build together.

Because the future of English education will not be shaped by bigger textbooks or more technology.

It will be shaped by better learning experiences.

And those begin in the classroom.

Speaking First ®

Premium English Education. Designed for Schools.
Barcelona, Spain
Website
www.speakenglisgconsulting.com
Email
vicky@speakenglishlab.com
Telephone
+34 616634248


Speaking
First ®
Educational System