

# KIT MAG

THE **KNOWLEDGEABLE** INSTRUCTORS...



**DEVELOP YOUR TOOLKIT EVERY MONTH...**

THIS MONTH WE MEET LEE JOWETT, MICK KNOWLES, DIANE HALL & JULIA MALKIN MBE,  
AND LOOK AT HOW YOU CAN DEVELOP YOUR ADI TOOLKIT TO IMPROVE YOUR  
COACHING, BUSINESS, S.E.N. TECHNIQUES AND NERVES MANAGEMENT SKILLS



# DIVING THE DEPTHS



By Lee Jowett

**Having scaled the heights** in June's column, this month we must *dive the depths* to help our clients to uncover the hidden workings that contribute to their learning and driving.

Most often throughout our formative years we are told how to behave, to fall in line with the rest of our peers and to conform to rules and regulations. We are given feedback on our performance, positive or negative, and behaviours, good or bad, with the expectation being that this feedback will help us to further develop whilst we function rationally at all times on our journeys through life.

Of course we all know that realistically this model is **limited** since human behaviour is extremely complex and motivated by much more than being told what to do. In fact in many cases being told what to do can have the exact *opposite* effect on the motivations of a human being.

I recently came across the story of a young girl who had been stopped by police for using her mobile phone whilst driving, sadly she had only passed her driving test **6 days** prior to the offence. This led me to thinking, **what more** needs to be done in driver training to address the needs of the *next generation*?



As a father of two, almost teenage daughters I can foresee the problems they will face in the future when driving, given how much of their life is connected via a mobile phone. I don't for one minute imagine that me telling my daughters **not** to use a mobile phone whilst driving will have the desired effect on the choices they will make long term.

Instruction is too rooted in *dealing with the effect*, or indeed *preempting the effect* by telling the individual **how to behave**, and why, in the first instance. This ideology alone falls down on *addressing the cause*, by not allowing the individual to explore for themselves their own **motivations** for their own **behaviour** in a post-test environment.

In order for me to help my daughters to make safer choices as a driver I will need to help them to *dive the depths* of who they are, how well do they **conform to rules and regulations**, how accepting they are of **risk**, how they are **motivated** by their *friendship groups*, do they feel **pressured to communicate**, do they know their options, how are they motivated by *consequence*, do they hold **positive/negative** views towards mobile phone use while driving or are they **indifferent**, what experiences they have had of mobile phone use and driving through their formative years....and what about others who *influence their behaviour*?

Do they know enough about **themselves** to make **safe considered choices** in the moment? And THEN do they know enough about themselves to know what might motivate them to **deviate away** from those decisions *in the moment*?

It is an extensive list, no doubt longer than is listed here, of potential motivations that will need to be addressed if I am to truly help my daughters and prevent them from becoming **another bad news story at best**.

It is a **deep deep dive into the cause** and motivations that would hopefully prevent the *effect of a lifetime of experiences*.

## TOOLKIT TOP TIPS

### Help them to look inwards

- Don't judge, remain neutral
- Help them to explore their beliefs
- Enable them to consider their motives post-test

### Challenge their beliefs

- Beliefs are the result of a lifetime of experiences
- Telling someone their beliefs are wrong is more likely to reinforce them
- Help them to consider the viability and credibility of their beliefs
- Just because we believe something....Does this make it true?

### Ensure that they consider the risks and consequences

- What are the risks to them?
- How could the risks impact on their life?
- What choices do they have, and what might impact on their ability to make those choices?

**Evaluation and self-evaluation** skills help them to recognise areas of risk and also that it is **WHO THEY ARE** that increases risk

Lee Jowett is training manager at K.I.T and owner of i-Can Driving Solutions Ltd. In 2013 he completed the BTEC 4 in Coaching for Driver Development and has since gone on to deliver the BTEC 4 for Tri-Coaching. He is accredited by Cranfield University to deliver 'Driver Metrics' psychometric profiling behavioural change courses and has completed Cranfield's Driver Psychology course. In 2020 he authored the 'Meet The Standards' eBooks collection and has recently been inducted into The Institute of Master Tutors of Driving (IMTD)



# L OF A WAY TO HELP YOUR PUPILS

Click on the image to find out how :-



By Diane Hall



It may look bizarre, but don't be fooled! It's highly effective and used by **many instructors** and their **pupils**.

## IDENTIFYING DYSLEXIA

Dyslexia affects people in different ways, so not every person is going to demonstrate exactly the same traits. However, the following common 'issues' are good indicators of dyslexia, and if you encounter them, then this may help you to identify that someone may have dyslexia. In a later article, I'll share some great techniques to help combat these issues.

### A sequencing problem

*Sequencing information* in the *correct order* can be very difficult for dyslexic learners. This can apply to things such as **MSPSL** (or whatever method you use!) Many learners will perhaps put a signal on before a mirror check etc., however, this may be much **more frequent** with a learner with dyslexia.

### A difficulty in motor integration

*Motor integration* is the ability to use **fine motor skills** (body movements) and this can be an issue for dyslexic learners. You may witness un co-ordinated movements (although this is more likely to be a trait of dyspraxia)

### A weakness of short-term memory

Dyslexics often have problems with *short-term memory*, (in other words, their 'working memory'). It can therefore take longer for dyslexic learners to '**encode**' information for effective storage and retrieval into the **long-term memory**. However, once the learner gets the information into their long-term memory, it is usually secure. The problem with retrieval of this information is not stupidity or lack of **cognitive skills** but is usually caused by *slower processing skills*.

This short article is intended as a brief introduction to dyslexia; next month's article will give some great techniques to help your pupils with dyslexia. If you would like more information on helping your pupils with **dyslexia and/or dyspraxia**, this will be of benefit to you, please contact **Diane** by clicking below :-



If you would like information about teaching **S.E.N. Clients**, **KIT MAG's** wonderful **Julia Malkin**, is the 'go-to' person. You can find her course here:



*Diane Hall trained as a driving instructor in 2002. She has since researched techniques to combat test day nerves and in 2008 qualified as a Thought Field Therapist, later in 2014 achieving qualification at Advanced Level. In 2008 Diane was awarded a grant from UnLtd, the Millennium Awards Trust for Social Entrepreneurs which helped her to launch L of a way 2 Pass, publish her first book, and develop a training programme for Driving Instructors*

**Diane Hall & Chris Allsopp** are taking their **Driving Test Nerves Specialist Workshop** around the country.

**See below** for a date in your area....or treat yourself to a day out :-

- **Cumbernauld** 4/8/22
- **Swansea** 26/8/22
- **Salisbury** 7/10/22
- **Bath** 14/10/22
- **Liverpool** 3/11/22
- **Kent** 11/11/22
- **Manchester** 18/11/22
- **Northampton** 2/12/22
- **Norwich** 8/12/22

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# DRIVING TEST NERVES PRO

Your Instructor Mental Health and Nerves Resources



## Driving Test Mental Health Pro

A fantastic **FREE** resource to help you and your learners identify any issues that may prevent them from performing at their best on lessons and test. This course is completely FREE for you to subscribe to, and you can give access to any learner driver, not just your own students, giving you a great opportunity to promote your driving school.

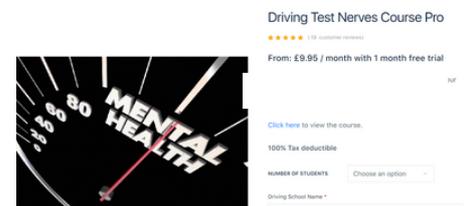
This course contains four quizzes to help your students to identify any issues that may be preventing them from performing to the best of their ability. You will find this an incredibly helpful tool; by sharing their answers and results with you, it will enable you to work together to plan strategies to help them to have the most beneficial Behaviours, Emotions, 'Physical' Sensations and Thoughts, during their lessons and on their test.



## Driving Test Nerves Pro

**Driving Test Nerves Pro** course is a great resource to help you to help your students... and for your own Standard Checks! It includes:

- The Key to understanding your mind
- The Amazing ABC technique to control negative thoughts
- Techniques to eliminate fear, panic, nerves, stress, anxiety, intimidation
- Strategies to increase confidence and self-esteem
- Methods to stop your pupils 'talking themselves into failure'
- Ten-second technique to stop your pupils muddling up left & right
- In-car demonstration of the techniques with a learner driver
- FREE eBook for you and all pupils: How to beat driving test nerves & anxiety
- What can it be used for:
- Reducing driving test nerves (can also be used for theory test nerves)
- Learners who 'talk themselves into failure'
- Dealing with 'Anticipatory Anxiety, the 'fear of the fear'
- Eliminating 'Auditory Exclusion', when what you say goes in one ear and out of the other!
- Fear of situations, such as hill starts, busy roundabouts, etc.



## Driving Test Nerves Specialist workshops

Do you sometimes feel more like a **counsellor or therapist** than a driving instructor? It's not surprising when 1/3 of your pupils are likely to suffer anxiety... and, according to the World Health Organisation, that figure is on the increase! Diane & Chris from L of a way 2 Pass share amazing unique techniques to not only help your pupils with driving anxiety and test nerves, but for your own SC anxiety as well! This workshop gives you a unique insight into your pupils' minds; why they behave the way they do, and strategies to deal with even the most challenging students... ensuring you become the 'go to' instructor

All instructors who attend a workshop or have a 1-2-1 session with us will be invited to join our FREE Zoom meetings. During these sessions, we offer help and advice from dealing with stress and anxiety (for you as well as your pupils!) through to Life Skills, and answer any questions you may have, or, you can just pop along for a chat!



# MEET THE.... INSTRUCTOR

Name : Ian Lowrey



Birthday : 1982

Occupation : Director / Driving Instructor / Pot Washer

Current Car : Toyota Yaris 1.5

Dream Car : A-Team Van or C4 Corvette so I can pretend i'm faceman



Favourite Lesson : My favourites are those with 'lightbulb moments'

Least Favourite Part Of Job : When pupils fail

What Annoys You :

1. Driving instructors who insist on doing it 'their way'
2. Clients who have spent good money for poor help
3. Sentences that start with 'I once had a pupil who....'

What Part Of The Job Do You Enjoy :

I love helping people who have been told elsewhere that they can't. Helping people to achieve their goals and not just to pass the test.

Most Memorable Moment In Your Current Role :

Travelling at 6mph with a pupil screaming 'we're going to die!' Possibly my best client ever....she taught me so much.

Funniest Moment In Your Role :

I had a pupil who took everything very literally....Straight ahead at the roundabout....meant just that! One of my instructors took her for a lesson while I was on holiday. When I returned I noticed tyre tracks and carnage on the roundabout near her house. You guessed it!

Biggest Influence On Your Career :

My clients as they help me to learn how to adapt to their needs. My family for supporting me and being the rocks to cling to when things haven't been going so well.

Professional Ambition :

To help Instructors to raise their standards and not just focus on test passes

Personal Ambition :

To be able to enjoy life....we are only here for a short while and I want no regrets

At The End Of The Working Day, How Do You Wind Down :

Walk my dog and have a cup of tea

Hobbies & Interests :

I used to play Hockey but i'm too old now. Football, Rugby and Cricket. I also enjoy cooking for the family. Sometimes we don't have the stuff in to make them their favourite meal, their disappointment means I'm doing something right.

Favourite Food : Roast dinners with 'all the trimmings'

Favourite Film : Pulp Fiction & Goodfellas

What Music Do You Like To Listen To : I'm a 90's kid really so Oasis, Blur, Pulp but I also like Motown and some recent artists as well.

If You Weren't A Driving Instructor, What Would You Be :

I have no idea. I was a bad employee so I'd like to think I'd be running a business

If You Could Meet Anyone, Who Would You Most Like To Meet :

My Grandparents. I only really remember my Nan, who sadly passed when I was 16/17

If You Won The Lottery....?

Help people close to me, generally enjoy life and have some fun.



Meet The Instructor is sponsored by  
'MEET THE STANDARDS' eBooks

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Enter code : **KM50** for **50% discount** !!

## MEET THE.... DRIVING SCHOOL

# i-Can Driving Solutions



**i-Can Driving Solutions** is a Manchester based driving school, which was formed in 2013 by its owner and founder (KIT MAG's own) Lee Jowett.

Lee currently runs a team of 5 **instructors and trainees**, with plans to help more people enter the industry in the coming years. Lee wishes to continue to work closely with a reasonably small team of instructors and trainee's, so that he can work closely on a one to one basis, throughout training and into their careers. Ultimately he would like to help his instructors to evolve into sectors such as providing intensive courses to learner drivers, instructor training, course delivery or into other avenues such as fleet or delivering on-road coaching courses to full licence holders.

**i-Can Driving Solutions** are always looking to recruit **ADIs** and **PDIs** who are open to development and want to join a team where they can make a difference.

Should you choose to join Lee's team of instructors and PDI's you should expect to benefit from working in a local area to help give you time between lessons for reflection and development. The low monthly franchise fee for PDI's is also designed to take the pressure off during the learning phase and promote taking time for self-reflection and training for development.

Lee says that the challenge lies with the Instructor, that they take the time and stay in contact in order for them to receive the guidance and support they require....Help is there....when you reach out for it.

For more details message Lee here : [i-Can](#)

## MEET THE.... DRIVING SCHOOL



Meet The Driving School is sponsored by '**MEET THE STANDARDS**' eBooks

For More Information on [MEET THE STANDARDS](#) Click Here

Enter code : **KM50** for **50% discount !!**

# BUSINESS KIT

## SETTING YOUR PRICE £££

In last months issue I looked at the external *Opportunities and Threats* that could impact on your business to complete the **SWOT** analysis.

In Today's article I want to discuss and consider how you **set your prices**. I always see posts on social media where people ask how much others are charging and whether they *should put their prices up*. To me this is something that is individual to all and definitely geographical.

I know that what I charge here in rural **East and North Yorkshire**, I won't be able to get in Hull for example, and I am only a *15-minute drive from Hull*.

### So how should we be setting our prices?

The way I did it before I grew my driving school and began to franchise was to look at what I needed to live off comfortably, what I wanted my monthly wage to be. **Yes, I pay myself monthly**, old habits of being in the army. I would then look at my monthly expenditure for running the business, considering **fuel, car finance, insurance, diary, tax etc**, if I paid for anything yearly then I would divide this amount by 12.

I would also look at how many **weeks off** I want *for the year* and add this is as well. For example, I only want to work **48 weeks** so I would have to find enough money to cover those weeks. So, if I was looking at paying myself £2000 per month then I would need to put away £167 per month to cover my weeks off.

I would use a similar calculation on illness as well but give myself let's say 2 weeks **illness cover** so **£500** would be **£42 per month**.



Once I have arrived at my total *monthly expenditure and savings*, I would add my proposed wage to it. Remember at this point I have been working **monthly**.

I would now need to workout how much that equates to in a full year. If I am only looking at working **48 weeks**, I would then workout the weekly amount I would need to earn to cover that amount. Personally, I would look at adding **10%** on at this point to cover any *short falls or cancellations* etc.

For arguments sake, let's say I needed to earn £1050 per week to cover everything including the **10% fudge factor**. The next bit is easy.

How many hours a week do I want to work? Let's say 30 hours. So, by a simple maths I would be looking at charging **£35 per hour** to cover all my costs, this would also be enough pay for my 4 weeks off and 2 weeks sick as well as having 10% fudge factor.

Now some of you will now be thinking that I'm only making ends meet. No, I'm saving 10% of my weekly takings so on these figures that would equal approx. **£5k per year**. Now this can go up or down depending on how strict you are with the hours you work each week.

Over the coming months I will start to look at ways that you can **justify your price** increases and also ways you can **cut your overheads**.



By Mick Knowles

Mick is the creator and host of the award winning 'DID Podcast', designed to help the driving instructor community to develop their business skills, instructor skills, mental health & much more...



To listen and subscribe to [The DID PODCAST](#) [Click Here](#)

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Mick Knowles is the Co-Founder and Business Development Manager of K.I.T, the host of The DID Podcast, and owner of Xpert Driver Training Ltd. In 2013 he completed the BTEC Level 3 in Coaching for Driver Development followed in 2014 by the BTEC Level 4 in Coaching for Driver Development and has since gone on to become a Tri-Coaching Trainer. He is accredited by Cranfield University to deliver 'Driver Metrics' psychometric profiling behavioural change courses. Mick's desire to develop not only himself but other ADI's has led to the formation of KIT. In 2021 due to his love of podcasts he launched The DID Podcast. In 2021 he was runner up in the Influencer of the Year Category at the GoRoadie Awards and Xpert Driver Training were runners up in the Regional Driving School of The Year Category at the Intelligent Instructor Awards.

# REVOLUTIONS...

## MELTDOWNS!

© Julia Malkin MBE 2022

Welcome to my fourth article, and I hope you are enjoying *KITMAG!*

Today I'm going to be talking about **meltdowns**, which can be the results of some situations which special needs people could perceive as dangerous or frightening. A meltdown is likely especially if these situations appear *suddenly or unexpectedly*.

**Meltdown** – it's an *anger outburst, loss of self-control, loss of car control, anxiety attack, panic attack, sobbing* - a combination of *two or more* of these and similar symptoms, most of which **appear immediately!**

It's vital that instructors know -

- These responses are the result of stress, anxiety and similar feelings caused by fright or worry
- These actions are in the subconscious, meaning that they are involuntary and we do not deliberately 'do it on purpose'
- These actions are not us 'being naughty,' 'attention-seeking' or similar – these are labels people often put on our behaviour, which are totally untrue.



It is vital for every instructor that they know the sort of situations which can set these responses off and how to **stop the majority of these occurring**.

Look for **'blues and twos,' unexpected queues, roadworks, bright headlights, sudden hooting, fast overtakes** – these and more can cause a *meltdown*.

It's very important that meltdowns should happen as little as possible in a moving vehicle, but if they do happen, they can be controlled. It takes a lot of training. There are ways in which they can be controlled on-road, which I teach in my Revolutions courses and Masterclasses.

At The **Manchester Revolutions 'Experience' Masterclass** this October instructors will be able to see a **live demo** of a meltdown in a vehicle, and **learn skills** to help control *both the car and the pupil* when this happens.

[Click the image for more details....](#)

Mac Presents...  
**JULIA MALKIN M.B.E.**  
**'REVOLUTIONS EXPERIENCE MASTERCLASS...'**

The Brilliant **JULIA MALKIN M.B.E.** Brings Her 'Revolutions' Day Masterclass To Manchester for 2022  
This event will deliver training in all aspects of special education needs under one roof with support group for pre and post event

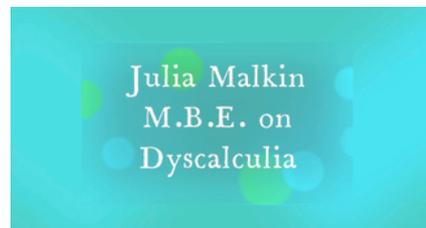
...Friday 14th October 2022...  
Middleton Cricket Club, Hobin Lane,  
Middleton, Manchester, M24 5EF  
9:15am - 5:00pm (Lunch included)  
Ticket Price : £110



By Dr Julia Malkin MBE



[YouTube link on images](#)



*Julia Pistrucci Malkin is autistic with ADHD, dyslexia, dyscalculia, and mental health difficulties to add to the collection. Despite all of these conditions she has a PhD from the University of Leicester plus 3 other degrees. The Doctorate and Masters Degrees both include autism-related materials and research. Julia was the first Approved Driving Instructor to qualify with a diagnosis of Autism. She has taken 6 Advanced Driving Tests, is a member of the Institute of Master Tutors of Driving and winner of 2019 Intelligent Instructor Awards 'Special Needs Provider of The Year'. Julia was awarded an MBE from HM the Queen in the New Year's Honours List in 2011 for Services to people with special needs*



# TOOLKIT SPOTLIGHT

## 'DRIVING WITH A DIFFERENCE'

VIDEO COURSES FOR S.E.N. TRAINING

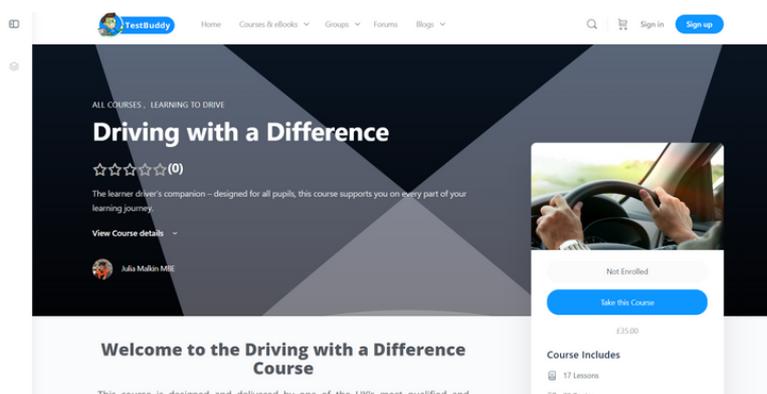
© JULIA MALKIN MBE 2022



This course is expected to come fully online in August.

### What is included :-

- For all pupils, this course is designed to accompany lessons and assist with private practice
- 85 individual video clips, each containing key points, explanation of terms, and things to practice
- Each clip covers a driving subject, and goes into detail on what is taught in regular lessons
- Clips start right from an introduction to the car to training for the driving test
- Special needs all accommodated for –
- Each clip has an accompanying transcript which is designed to be easily read by those with Irlen's syndrome and dyslexia
- The language and pictures are detailed to help those on the autistic spectrum to understand Terms which instructors use, which are then all explained in detail
- There are optional subtitles for hard-of-hearing and people with ADHD and similar conditions
- The language is designed to assist those with dyslexia, dyscalculia and similar conditions with understanding driving points
- The wording is designed to help pupils with anxiety and similar issues to build their confidence, and is all positive
- Dyspraxic people can see live steering videos with full explanations, designed to improve coordination skills



[click the image to access the store](#)

- Quiz questions test the pupil's knowledge
- Pupils can view whichever clip they wish – clips can be followed one after the other, or pupils can select which ones they wish to see

Driving instructors can have 30 pupils registered for £10 a month or the course can be bought by pupils or their families and friends for a one-off cost of £35



# TOOLKIT SPOTLIGHT

## 'TWIGGLS'

WHERE PUPILS MEET  
INSTRUCTORS....

# TWIGGLS

MATCH. PASS. DRIVE.

### WHO WE ARE?

We are a company that helps learners explore which instructor suits their requirements and desires!

Twiggl's are a Trusted website who **Match** instructors with students. Providing a platform for all users. Twiggl's goal is for all our students to have the best experience when learning how to drive and **Pass** promptly. Helping instructors success rates flourish and students will **Drive** away HAPPY!

### WHAT WE DO?

Using our platform and connections, instructors may promote their driving school business across the network. Learners explore our growing user base, keeping all subscribers' diaries active. When students are trying to identify their ideal instructor, we concentrate on detail of refinement to produce a clear-cut procedure.

Twiggl's will link you with the best driving schools in your area. Our data-driven search reduces the possibilities to the best ones for you, allowing you to learn with the teacher of your choice and on a budget that works for you.



### MEMBERSHIP

Three subscriptions are available for our customers. Providing a view of your very own driving school profile page via Twiggls.com. Twiggls offers the option to add specifications of; vehicle, price per lesson, social media page links, location, images and plenty more! The Subscription options available are:

1. Monthly Direct Debit
2. 6 Months Full Payment
3. 12 Months Full Payment

Find the right Plan for you!

### UNIQUE CHOICE

#### Language option

What language do you speak? Twiggls are here to make learning and teaching to drive an easier process. An option is available for instructors to include this into their profile, allowing students to add the filtered to their search.

#### EV selection

Electric filter now available, search and learn with drivers supporting environmental change.

### NEW FEATURES

You can now search for a mobility qualified driving instructor near you, for a manual or automatic car on Twiggls, by entering your requirements in our filtered search. The instructor will help you with driving and the legalities involved, providing the right modification and attachments that may be needed to suit your specifications.

### OUR VALUES

Being a member of the Twiggls family we stand by our values for our customers and users!

#### Passion

Constantly striving for the best by projecting our enthusiasm towards customers and users.

#### Quality

Innovating our structures and systems applying the best quality into our service.

#### Promise to Customers.

Expressing our loyalty to users offering a trusted and safe experience when using Twiggls.



Info@twiggls.com



www.twiggls.com



twiggls.uk

# WHAT'S ON....



[More Info](#)

## K.I.T

### Standards Check Workshops

Norwich **18 July** / Leeds **5th August** / Manchester  
**19th August** / Glasgow **19th September** /  
Nuneaton **3rd October** / Nottinghamshire **4th**  
**October** / Swansea **November 21st**

[Tickets](#)

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# AUGUST'S MAG....

THE NEXT ISSUE SEES LEE JOWETT DELVE FURTHER INTO COACHING AND MICK KNOWLES CONTINUES TO HELP GROW YOUR BUSINESS, DIANE HALL & JULIA MALKIN MBE ARE BACK WITH THEIR SPECIALIST NERVES AND SPECIAL EDUCATIONAL NEEDS COLUMNS, AND 'MEET THE INSTRUCTOR' MEETS MERSEYSIDE'S FINEST KATHY HIGGINS, PLUS MORE....TO HELP THE KNOWLEDGEABLE INSTRUCTOR DEVELOP YOUR ADI TOOLKIT.