

“TAGteach is not just an accelerated way to teach and learn, it also has a huge positive impact on the lives of both the teacher/coach and the student/athlete. Imagine a gym without the sound of the coach yelling. Imagine making more progress overcoming physical disabilities in three months than in the previous three years. Imagine taking five strokes off your golf game after just one or two TAG sessions. That’s the level of performance increase we are talking about.”

—Karen Pryor, Behavioral biologist and CEO,
TAGteach International

What is TAGteach?

TAGteach is a revolutionary methodology that enables educators and coaches to teach more effectively and helps students to learn more quickly and more confidently.

Where can it be applied?

TAGteaching has been used successfully to teach competitive gymnasts, competitive dancers, and Special Olympians. New TAGteachers are applying the TAG protocols every day in areas ranging from physical rehabilitation to team sports.

How does it work?

The TAG (Teaching with Acoustical Guidance) system amplifies, through acoustical signals, the critical information students and athletes need to learn and acquire new skills. The TAG, a key communication tool used in the system, refers to the distinctive sound made to mark or ‘TAG’ a moment in time. This sound becomes an acoustical binary message that is quickly processed by the brain and speeds muscle learning. A TAG means ‘yes’. Absence of a TAG means ‘try again’. Regardless of age or application, the TAG-taught student learns to react accurately with lightning speed while building muscle memory and confidence.

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TAGteach International, LLC Partial List of Teaching Faculty

Karen Pryor is a behavioral biologist internationally recognized for her path breaking work in all-positive methods of shaping and teaching. She is the author of several well-respected and successful books and numerous scientific papers on the subject, including *Don’t Shoot the Dog!*. Karen’s lifelong work in behavior inspired the TAGteach methodology. Karen is CEO of TAGteach International (TTI).

Theresa McKeon is a coach in the field of competitive athletics with over 25 years of experience in a variety of disciplines, including gymnastics, dance, diving, ice-skating, ice hockey and horseback riding. Many of her students have attained national and international competitive status, including Junior Olympic national gymnastic champions, and the world and five-time National Aerobic Team champions. Theresa is a co-ordinator of the TAGteach methodology, a founder of TTI and the Senior Vice President for Education and Development.

Joan Orr is a scientist with 20 years of experience in the application of scientific principles to study design and data interpretation. She is also a former competitive athlete at a national level. She has coached several sports with TAGteach including volleyball, soccer, Special Olympics rhythmic gymnastics, long jump and high jump. Joan is a co-ordinator of the TAGteach methodology, a founder of TTI and the Senior Vice President for Education and Development.

Beth Wheeler is a dance instructor and veteran studio owner. Beth’ studio is the first dance studio in the country to be TAGteach certified. Her choreography has been seen on national television commercials, music videos, and, of course, on thousands of young dancers. Beth is a founder of TTI, a Senior Vice President and the National Director of TAGteach Dance.

“If you keep doing it [TAGGING], it will get in your brain, so you know where it [TAGpoint] is. Now the coaches aren’t yelling at you all the time. You can just know where it is and you’ll never forget it.”

—Mariel, Youth Gymnast



Upcoming Seminars

Educators and Coaches seminar

Oct 9–10, 2004

Dance Instructors seminar

July 16–18, 2004

Details Inside!

TAGteach™ delivers what teachers and coaches dream about: A protocol for accelerated learning without correction; a method for generating sustained enthusiasm and avoiding burnout; a principled approach applicable to students at every skill and educational level.

“TAGteach is an ingenious application of behavioral principals that has the potential to revolutionize coaching.”

—Jesus Rosales-Ruiz, Associate Professor,
Dept. of Behavior Analysis, North Texas University

Register and Learn More!

Online: www.tagteach.com

Phone: 877-TAG-0002

or 781-893-1756

Boston, MA
October 9–10, 2004

TAGteach-Coach

Educators and Coaches Level 1 Seminar...

will introduce educators and coaches to TAGteach and focus on the application of the TAGteach methodology in individual and team sports, special education, general education, and physical education. Educators will be able to begin applying TAGteach in their classrooms and with their teams at the end of the weekend.



Who should attend?

- Coaches (any sport, any level)
- Educators in the general curriculum as well as specialists in art, music and languages
- Yoga, Pilates, dance, and martial arts instructors
- Phys Ed teachers
- Special education teachers
- Speech pathologists
- Physiotherapists and occupational therapists
- Personal trainers and corporate trainers
- Behaviorists and Behavior Analysts
- Parents

Learn to:

- Teach without correction by using the all-positive TAG system
- Accelerate every student's rate of skill acquisition and improve their retention through TAG skill sessions
- Turn every student into a focused teacher through peer TAGGING
- Shape top performance quickly in small increments by focusing on TAG points and learning to BID
- Develop a TAG training plan for your students
- Engage younger children through TAGtots programs
- Differentiate your skills through TAG marketing

Go home with:

- An entirely new paradigm for teaching your students, your children and yourself
- The skills you need to begin making a difference in your classrooms and workshops the day you get home.
- Key tools and guides to facilitate your transition to TAGteach
- A renewed energy for teaching
- New colleagues and contacts with whom you can collaborate
- A system for ongoing sharing and learning



Marblehead, MA
July 16–18, 2004

TAGteach-Dance

Dance Instructors Level 1 Seminar...

will introduce dance and movement teachers to TAGteach and focus on the application of TAGteach to dance and movement teaching. Participants will be able to begin applying TAGteach in their classrooms and with their teams at the end of the weekend.



Who should attend?

- Dance/movement teachers
- Dance school owners
- Senior dance students
- Dance teachers in training
- Dance therapists