



SPEECH ACADEMY ASIA

# Preschool Multi-Sensory Phonics

**SPEECH**  
Academy **asia**

# About Our Mission

Speech Academy Asia was set up because there was an element of speech and linguistics skills missing from a majority of the population. Being able to communicate effectively is the MOST IMPORTANT of all Life-Skills. By developing these skills, you will tremendously improve many aspects of your life, from professional life to social gatherings and everything in between. However, local schools have yet to place a higher emphasis on presentation skills as compared to countries like USA, France, and Switzerland.

As such, our company has developed a systematic methodology SPEECH LINGUISTIC PATTERNS™ that allows people to teach and coach others to master Public Speaking easily. School teachers, corporate managers, or members of public can learn our methodology and systematically transfer skills to their students, co-workers, and loved ones freely and help more people gain greater confidence in their speaking and rapport-building skills.



**Kelvin Tan**  
**Co-Founder**

Kelvin Tan is the co-founder and master trainer of this company. During his school days, he won consecutive 1st place titles for Story telling competitions, facing large crowds of teachers and students.

He was a professional singer and actor. He was also the top sales lead as a professional exhibition organizer and was responsible for training the top sales team.

He has trained many International Sales Directors and Managers, some of whom are renowned.



**Lukas Seet**  
**Co-Founder**

Lukas Seet is the co founder and master trainer of this company. He is a qualified NLP Master Practitioner and Professional Life Coach, and has been training people in Public Speaking, Leadership, Emotional Mastery, Health & Healing, and Personal Mastery since 2003.

He used his proven skills & techniques to win the NTU-NIE Speech Contest 2006, emerging as Champion out of 30 competitors who took part in the contest, some of whom were accomplished speakers.





# Why Synthetic Phonics

Traditionally, Analytic phonics has been a common method used to teach children how to read on a word level, instead of getting them to blend words together on a sound (phoneme) level. In other words, children learn how to analyse a word by taking clues from the entire word, initial sound, as well as the context. Hence, Analytic phonics adopts a hit and miss approach which encourages guessing as a first reading strategy!

Conversely, Synthetic phonics is a method that is easy to pick up and eliminates the need for guessing. Students are taught small groups of letter sounds so they can begin blending when reading and segmenting letter sounds in words when spelling. This method involves synthesising, or blending of phonemes to make a word, enabling the child to start off on the right foot.

## Synthetic Phonics vs Analytic Phonics

### Synthetic Phonics

Each phoneme in a word is just as important.

This effectively eliminates the need for guessing because this technique focuses on the initial, medial and final sounds of a word.

Focuses on coding and decoding a word, hence allowing children to learn spelling at the same time!

Example: After learning the letters and sounds to S, T, O and P, students will be able to blend these letters to read words such as stop, top, and pot!

Since it is important to emphasise on every letter in the word when they are blending the sound, students will essentially be learning their spelling at the same time!

### Analytic Phonics

Only emphasizes on the first letter of the word. For instance, the letter 's' for the word 'sun'.

This makes it challenging for children to learn longer words. Students often have to resort to guessing.

Spelling is learnt separately, slowing down their learning progress.

Example: When learning the letter P, students will typically be taught words starting with the same letter. For instance: put, pig, pen and play.

They are then taught to read and memorise the entire word, simply noting that each word begins with the same sound that is associated with the letter P.

# The Importance of Learning Phonics

Phonics is a great way to set your child on the right footing when they first learn how to read!

For a child who does not know how to read, words can appear like a confusing piece of abstract art. Phonics prepares your child to read by teaching them how they can link the sounds they know to letters and words. In other words, this method works like a pair of reading glasses, helping children to “see” these words clearly and understand them better!

Carefully curated and tailored, our phonics program will help your children to progress through literacy and phonemic awareness to achieve complete self-managed comprehension!



## ★ Learning Outcome

- Letter sounds & formation
- Alternative sounds
- Oral blending & segmenting
- Phonemes & CVCs
- Sight words
- Blending phonics
- Short vowels
- Consonants & diagraphs
- Sentence structure
- Spelling & dictation
- Comprehension
- Reading & writing skills

## ★ Phonetic Sequence

Students in our multi-sensory synthetic phonics program will begin their learning journey by learning the letters S, A, T, N, I, and P first. This is simply because these letters are the most frequently used alphabets in English. Hence, students will be able to pick up more words in a shorter time if they learn their phonics in this sequence!





# Monthly Themes



# Monthly Themes



JUL

## MOVING VEHICLES

Learn the different types of moving vehicles!

AUG



## IN THE GARDEN

Explore the things that can be found in a Garden.

SEPT



## THE FOUR SEASONS

Learn to identify the four types of seasons.

OCT



## SHAPES AND COLORS

Identifying the different shapes and colors around us.

NOV



## FARM ANIMALS

Explore the animals and items that can be found at the Farm!

DEC



## FOOD AND FRUITS

Learning about our favorite food and fruits.



# Featured On



THE STRAITS TIMES singaporemotherhood



thesundaytimes

## Our Clients



# Contact Us



## JURONG HEADQUARTERS

Jcube, 2 Jurong East Central 1, #04-05/06/07, Singapore 609731

**Contact Number:** 9061 1715 | 6565 7977

**Email:** Info@speechacademyasia.com



## TAMPINES

Tampines CPF Building, 1 Tampines Central 5 #03-13, Singapore 529508

**Contact Number:** 6797 6765 | 9820 0684

**Email:** Tampines@speechacademyasia.com



## BUKIT TIMAH

170 Upper Bukit Timah Road, #04-55/56, Bukit Timah Shopping Centre, Singapore 588179

**Contact Number:** 6972 1150 | 8755 8087

**Email:** Bukittimah@speechacademyasia.com



## MARINE PARADE

1 Marine Parade Central #04-06, Above McDonald's, Parkway Centre, Singapore 449408

**Contact Number:** 6348 7964 | 9005 9266

**Email:** Parkway@speechacademyasia.com



## TOA PAYOH

381 Toa Payoh Lorong 1 Level 2 OnePeople.sg SINGAPORE 319758

**Contact Number:** 6251 0722 | 9112 0125

**Email:** Toapayoh@speechacademyasia.com



## WOODLANDS

900 South Woodlands Drive, #03-02, Woodlands Civic Centre, Singapore 730900

**Contact Number:** 6926 6229 | 6962 2778

**Email:** Admissions@speechacademyasia.sg



## PENANG, MALAYSIA

110-02-23A & 110-03-23A Summerton, 11900 Bayan Lepas

**Contact Number:** +60-4-608-4185 | +60-4-608-4186

**Email:** Info@speechacademy.com.my



## JAKARTA, INDONESIA

Jl. Raya Klp. Gading Permai Blok A No.1A, RT.1/RW.3, Klp. Gading Tim., Klp. Gading, Kota Jkt Utara, Daerah Khusus Ibukota Jakarta 14240, Indonesia

**Email:** Speechacademyindonesia@gmail.com



## BRUNEI

Unit 1, 1st Floor, Block A, Spg 188, Kg Kiarong, Jalan Pengiran Babu Raja, Bandar Seri Begawan, Brunei Darussalam

**Contact Number:** +673 235 1219 | +673 833 3300