



An Emotionally Intelligent School

North Birmingham Academy



Packtypes UK Flagship school demonstrating EQ Excellence

North Birmingham Academy



Will Murray (Packtypes CEO) presenting Award to Kim Popratnjak (Principal) and Samantha Kibble (Deputy Principal)

“Self awareness and self-esteem are key to us achieving our goals as a school because I want all our students to leave us as confident, articulate and aspirational young people that we can be proud of, with huge employability skills for life and work in the 21st Century.

We are using the cards as a tool to get students talking about themselves, identifying any barriers to their learning and in helping them overcome those barriers.

You can actually see the difference in self-esteem, confidence and academic performance. There’s no doubt that they’ve helped us raise the aspirations and understanding of our staff and more recently, our student body.

As one of the UK’s top 100 most improved state schools, I think there is no doubt that transforming self awareness and developing Emotional Intelligence skills has had a huge impact in relation to performance against Ofsted expectations.”

Kim Popratnjak, Principal

The Emotionally Intelligent School Award

The Packtypes Emotionally Intelligent School Award was presented to North Birmingham Academy for outstanding practice developing emotional intelligence (EQ) in pupils and staff.

North Birmingham Academy has embraced Packtypes as the fastest and most effective way to develop EQ by equipping and empowering students to develop self awareness, confidence, teamwork, leadership, communication skills, employability skills and life choices.



Introducing Packtypes to the staff



Launch Day

Packtypes was launched to all 150 NBA staff on an exciting training day where every person was equipped with their own resources to discover build self awareness and social skills.

This inspirational day received incredibly positive feedback as the most valuable inset day ever and provided the platform to launch Packtype initiatives across the school.

Introducing Packtypes to the students

Launch to Year 7 and Year 8

Packtypes Launch events took place for all Year 7 and Year 8 students and new tutor groups were formed according to the Packtype profiles.

These year groups have now been assessed by the school as the best behaved year groups ever displaying excellent attitudes towards learning, lessons, teachers and school in general.

The school has noticed a 40% increase in student engagement at functions and clubs



Impact of Packtypes



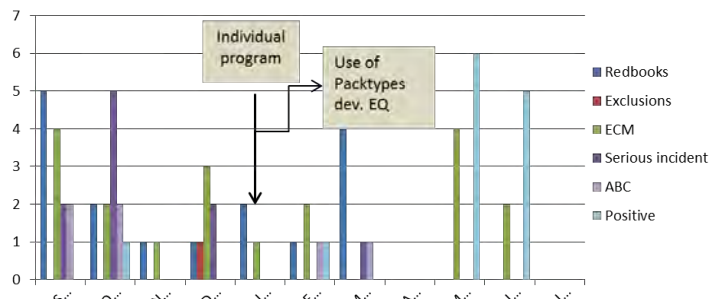
- ✓ **Detentions decreased by 32%**
- ✓ **Exclusions reduced by 75%**
- ✓ **Serious incidents decreased by 35%**

The new Behaviour Policy

The new behaviour policy incorporating Packtypes was launched in October 2013. This policy has integrated the key behaviours associated with each packtype, ensuring that **all** students feel valued.

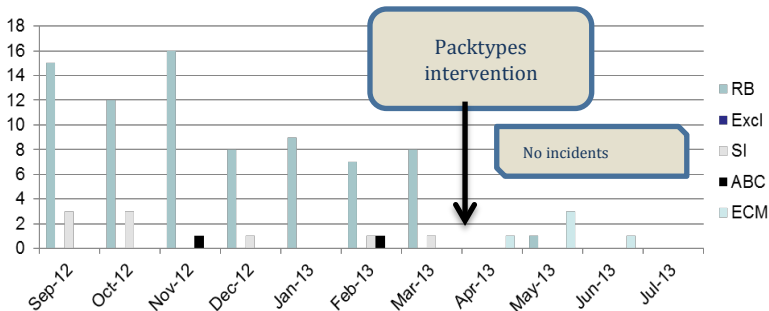
Example student A incident log

At the start of year 8 student A was excluded; could be verbally abusive to members of staff and found it extremely difficult to recognise when he was in the wrong, it was always someone else's fault. Real anger issues.



Packtypes enhanced the internal programs that we develop for our individual students and helped to speed up the process of reintegration. Student A is now a leader and role model to a group of Year 7 students whose behaviour has been quite challenging. The development of his own EQ, through using Packtypes, has led to this speedy transformation.

Example student B incident log



Student B is part of a program that develops the understanding of their how behaviour and choices effects those people around them.

Student B positively challenged and changed his own behaviour as the graph illustrates. The intervention of Packtypes provided the catalyst that allowed him to take ownership of his own behaviour and adapt to the behaviour of others.

Academic impact

12 students that went through the Packtypes intervention programme are no longer D Grade and the Post 16 group have written their own EQ programme taking ownership for their own attitude and behaviour development.

Packtypes - A catalyst for purposeful discussion



Coachdog buddies

Students placed on 'Phase 4' of the policy are required to move classrooms to a 'coachdog buddy' before carrying out their detention. Staff are allocated as coachdog buddies in the different zones around the school.

The commitment of teachers to spend time talking to the students about their behaviour and issues has had a significant positive impact on the behaviour of the students.

EQ Arts Week

The EQ Arts Week for all Key Stage 3 students was a massive success.

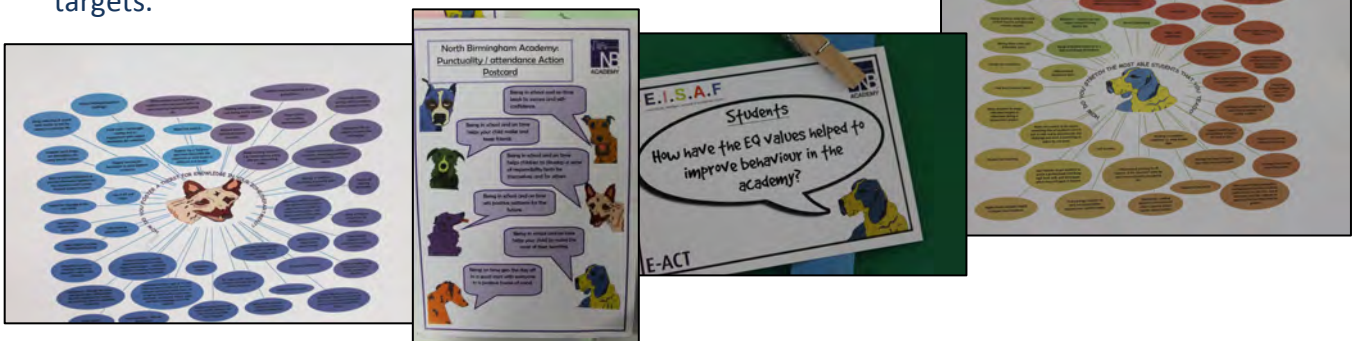
Students gave amazing performances based on Packtype behaviours and were also given tasks to do associated with each Packtype.

The opportunity to recognise, explore and develop behaviours outside their comfort zone proved enlightening.



Other key student Packtype and EQ initiatives include:

- ✓ EQ student ambassadors trained and appointed.
- ✓ EQ used as part of the intervention work with students in Access To Learning.
- ✓ Staff used Packtypes in a planning exercise to support specific groups of underachieving students, Yr 10 Girls or White British Boys.
- ✓ EQ report card used to allow students to set themselves EQ targets.



Staff Engagement

Staff trained in using Packtypes have built up much stronger relationships with students and colleagues. They have particularly expressed that they now know how to develop and deal with the behaviour of students, colleagues and parents better.



Teachers applying Packtypes strategies regularly to their lessons received 100% good or outstanding for lesson observations



Self Awareness Packs – Empowering Students

Lead Schools like North Birmingham Academy have been instrumental in helping us here at Packtypes, recognise that being equipped with Packtypes Self Awareness Packs is essential to the development of personal and social skills in all individuals. Giving students the opportunity to play regularly with the cards at school and at home, learn incredible things about themselves and adapt their behaviour with all people and in all situations, creates empowerment and independence.

We are now encouraging schools all over the country to introduce Packtypes through our Self Awareness Packs. Pilot one or two tutor groups, where students and teachers learn side by side, and then observe the transformation in attitude and behaviour!



QUICK START!

Equip and empower a whole class or group for only **£595+vat** and get going immediately.

Package includes:

- ✓ 30 Self Awareness Packs
- ✓ A Training Bag
- ✓ Packtypes USB: activities and classroom resources
- ✓ Teacher Pack