

## Should you hire a tutor or a brain trainer for your child?

See inside for a simple checklist that can help you decide.

IQRx specializes in taking the latest in brain science and applying it to help kids and adults get faster, smarter brains.

If your child is struggling in school or at home, find out why. The first step is to schedule a Cognitive Skills Assessment. It takes about an hour and will give you the information you need to determine the best solution for your family.



## Tutoring vs Brain Training—Three things IQRx Does That Tutoring Doesn't:

### 1 Treats the Root Cause:

IQRx brain training program (BrainRx) strengthens the weak skills that researchers say are behind the majority of learning and reading struggles. In fact, 8 out of 10 students who struggle in school do so because of weak cognitive skills.

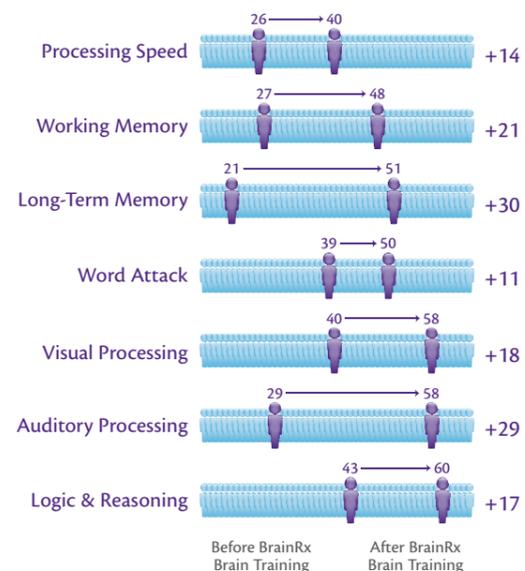
### 2 Provides Transferable Gains:

BrainRx is an alternative to paying for tutoring year after year. That's because doing brain training now will improve how the brain performs in every topic and class for years to come.

### 3 Literally Changes the Brain:

New studies are continually being released proving that intense mental exercise creates changes in the brain for improved performance. BrainRx delivers intense mental exercise two ways for maximum results.

Brain Performance Before and After BrainRx



## TUTORING VS. BRAIN TRAINING

A simple checklist can help you decide which is right for your child.

## HOW DOES THE BRAIN LEARN?

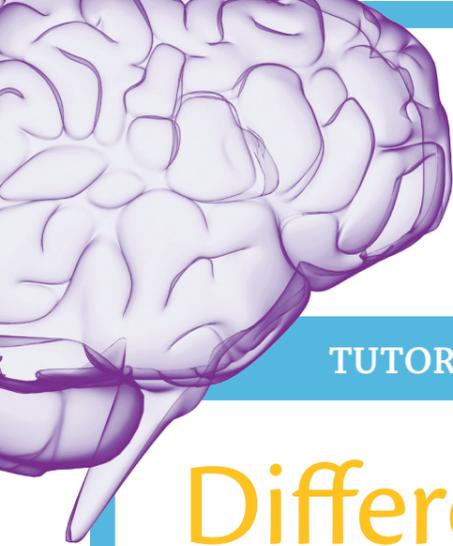
This illustration shows you step-by-step.

**PLUS:** If your child is struggling in school, there's a reason. What if you could identify—and fix—the root cause?

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## TUTORING AND BRAIN TRAINING



# Different Solutions FOR Different Problems

If you want information about nutrition, find a dietitian and take a class. If you want to build muscle, hire a personal trainer and start lifting weights. So what does that have to do with tutoring?

When it comes to your body, education and exercise can get results—but they're not interchangeable solutions to all health struggles. In the same way, tutoring and brain training are not interchangeable answers to all learning struggles. From kindergarten through grade school, students struggle because of one of two problems. Tutoring solves one of these problems and BrainRx brain training solves the other.

### The Flu, Maternity Leave or Jackhammers? Hire a Tutor.

If your child is behind on classroom content because of the flu, because a string of substitutes replaced a teacher on maternity leave, or because construction workers nearby were operating jackhammers all month long, hire a tutor.

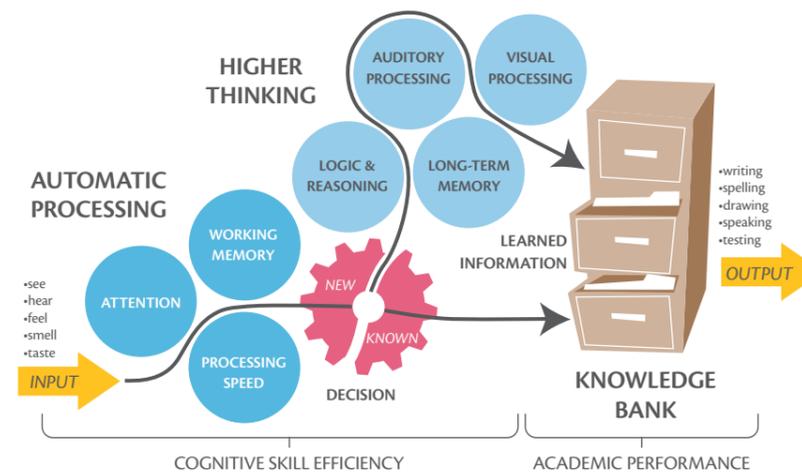
Tutoring reteaches information that wasn't grasped the first time around. That means if

circumstances have interfered with the delivery of information to your child, hiring someone to redeliver that information is a great solution. But if information was delivered well the first time around and your child is still struggling, you don't need a tutor. You need a brain trainer.

### Recurring Struggles with Grades, Reading, Homework or Attention? Hire a Brain Trainer.

Studies show that roughly 80% of all learning struggles<sup>1</sup> are caused by a weakness in one or more of the brain's core cognitive skills.

Check out the illustration above to see why. When we learn, incoming information is processed through the brain's



core skills (attention, processing speed, working memory, logic & reasoning, long-term memory, auditory processing, and visual processing). Like cogwheels in a machine, these skills have to work together to move information into stored knowledge. That means even one weak skill can keep information from being processed well, no matter how many times it's explained by teachers, tutors, employers, friends, or family. At IQRx, we strengthen weak cognitive skills. For a child or adult struggling with attention, memory, reading, or learning, this can be life changing.

### Don't Wait Another School Year. Get Answers This Week.

Is your child struggling because of weak cognitive skills? We can measure your child's core brain skills to see if one or more weak cognitive skills are at the root of the problem. Whether or not you decide to hire one of our brain trainers to work with your child, this assessment will give you a detailed look at what's going on in your child's brain. Call us at 787-448-2027 to schedule an assessment this week.

## Should You Hire a Tutor... ...or a Brain Trainer?

Read both lists and check the box next to any statement that applies.

### List A

Your son or daughter...

- is struggling as a result of missing classes due to illness or vacation.
- is struggling as a result of moving to a new school, or relocating frequently.
- is struggling in a single class due to poor presentation of information (inexperienced or absent teacher, missing class materials, etc.).
- shows especial gifting or passion, and you want someone knowledgeable in that subject to tutor your child at an advanced level.
- catches on right away if a concept needs to be explained a second time.

### List B

Your son or daughter...

- has received tutoring for subjects in which he or she still struggles.
- is struggling in more than one class.
- has always disliked or struggled with reading.
- takes a long time doing homework.
- has chronically struggled in school or with tests.
- has to work harder or longer than other kids to achieve good grades.
- does well in school and wants an even greater competitive edge in academics.
- says he or she feels stupid, can't succeed, or isn't as smart as other kids.

**HIRE A TUTOR** if you checked one or more boxes in List A (and none of the boxes in List B). **HIRE A BRAIN TRAINER** if you checked one or more boxes in List B (regardless of how few or how many boxes you checked in List A).



Call today to  
schedule an  
assessment!

1. To learn more about the 80% figure, go to: [www.learningrx.com/downloads/80-percent.pdf](http://www.learningrx.com/downloads/80-percent.pdf)