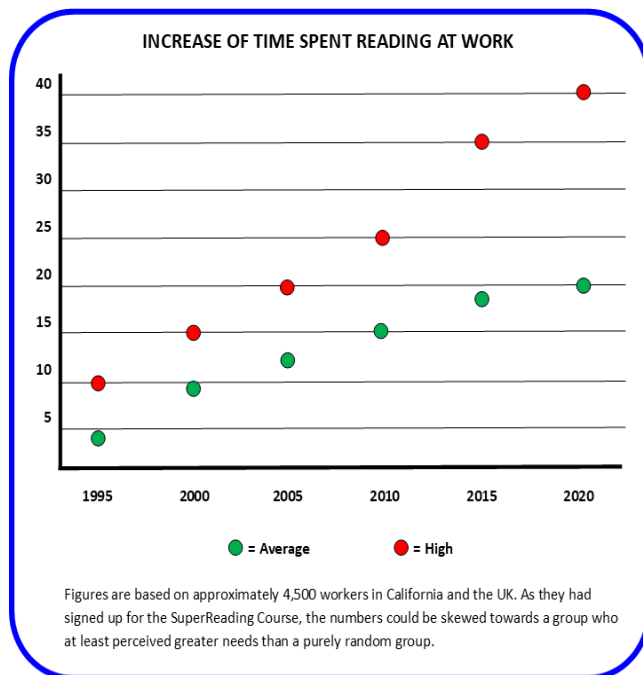


## LETTER TO BUSINESS OWNERS / CEOs / MANAGERS / DECISION MAKERS

### WHY READING SKILLS ARE IMPORTANT

One of the single greatest investments you can make in your people is to enhance their reading skills. According to one survey, the average office worker spent 16.5 hours per week reading in 2015. Email is a significant part of that, though we must also consider reports, instructions, memos, journals, papers, articles, blogs and in some cases newspapers and books.



Since 1995 I've been asking people to track their reading hours per week. Back then most people reported spending 4 to 6 hours per week, with a few reporting up to 8 hours. By 2000 that figure rose to 8 to 10 hours with some reading 12 to 15 hours. In 2005 they averaged 10 to 12 hours with some at 20. In 2010 the average was 15 hours with some at 20 to 25 and a handful at 30 hours per week. In 2015 the average was 18 hours with many saying 20 to 25 and some at 30 to 40. In 2020 we're hearing 20 hours per week with about 25% closer to 30 hours and 5% at 40 hours. IT'S BEEN INCREASING.

Why? We are in The Information Age. The above figures were hours spent reading at work. Pleasure reading was not included in those numbers. Also, in 1995, 90% of most reading

was on paper. Today 90% or more is on a screen.

Why is all this important? By itself, as an activity, reading does not get things done. While reading provides us with vital information to make decisions and take appropriate actions, it is a means to an end. At some point you and your employees must take action, which requires time. The more time you spend absorbing information, the less time you have available to take the appropriate actions.

SuperReading can save your people between one and two working days per week. That is 8 to 16 hours per week. At the least, their time spent reading will be cut in half. They will also do a much better job of understanding and remembering what they read. Your return on investment will be higher than most anything else you could do for your people. For every six people you put in the Program, it's like getting a person free. That's a person who does not have to be trained up to do their job.

For most people, the cost of the course is recouped in the first two to three weeks. Once they are using the advanced skills the cost is recouped every few days or better. It depends on how much they read and their salary. Please see our ROI Calculator: [www.superreading.com/roi.xlsx](http://www.superreading.com/roi.xlsx)

We can also make SuperReading Eye-Hop available to their children, who will become the best readers/learners in their school in 30 to 60 days. Dyslexics will become better readers than non-dyslexics of a similar age.

The course can be a self-guided online experience, or taught in sessions by a certified SuperCoach, or you can have some of your people trained as SuperCoaches and simply pay a licensing fee in the future. It's all very easy to learn, and hardly takes any extra time at all from their work.