

A transition to Language Coach

Interview with Juan Carlos Campos Tapia, English teacher, Peru



Can you describe your professional career before taking the language coaching certification (LCC)?

I was an English Language teacher who worked part-time for a well-known institution in Peru and the other half of my time I used it to teach my one-on-one classes and working on setting up my own company.

“I decided to look for something new. Something that really helped my clients learn English more efficiently”

How did you find the course?

It was an eye-opener. After attending too many conferences which didn't give us any new insights into language teaching, I decided to look for something new. Something that really helped my clients learn English more efficiently. I believed that “that something” would not come from the “teaching world” so I began my search and found ELC and I am glad I did.

“It is the best way how to learn something and measure progress in an efficient way”

Which highlights or insights did you gain from the LCC?

“Energy flows, where attention goes” Even though I had heard the following phrase (Tony Robbins) before I didn't fully grasp its true meaning until I took the ELC course and applied it to my own life and my neurolanguage coaching practice. It's such a powerful concept. Focusing on one thing at a time doesn't overwhelm our brains nor our coachees' and it is the best way how to learn something and measure progress in an efficient way.

What was the immediate impact on your way of teaching after taking the course?

Being the first Peruvian person to take the course definitely made me stand out in a market full of English teachers. It's a great USP the way you present yourself to your new potential clients, telling them about the confidentiality agreement, their motivation and setting achievable goals make them really connect with you, therefore generating immediate trust with you.

“I am now more likely to achieve those goals”

Were there any impacts on your personal life during or after the course?

I now set my very own goals with an action plan focusing on one step at a time and I am now more likely to achieve those goals. I’ve also become interested in learning more about the brains, its plasticity and about neuroscience.

“It also gives me a boost of confidence when I approach new clients because now I know of a method which I can use to really help them”

How was your professional development after the course?

I would say that the number of clients requiring my services has increased by 25% and it may continue going up. It also gives me a boost of confidence when I approach new clients because now I know of a method which I can use to really help them instead of just grabbing a book and start teaching unit by unit without getting clear results.

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“They get a feeling of how much they’ve learned and the progress they’re making”

How was the course changed the way you deliver a language course?

Once you understand that learning something new is basically creating new brain connections, then you think about different ways how to make this happen. Also, I focus now on one goal at a time until my coachees do achieve it and move on to the next goal. After a while I check again former goals as a review to assess if everything is going smoothly. That way, they will get a feeling of how much they’ve learned and the progress they’re making.

“My clients now feel confident with their English”

How would you describe the impact you are now having as a language coach on your learners?

My clients now feel confident with their English. They also see themselves getting closer to reaching their own goals in life and they can tell they’re learning the language.

Is there any additional information that you would like to add?

Thank you Rachel for all your efforts to provide new ways to help people reach their goals. Can’t wait to continue to learn more about Neurolanguage Coaching!