

**Media Release
For Immediate Release**

“We can turn setbacks into set-ups” says World-Renowned Neuroscientist

Research highlights the necessity of mindset in the ‘worst of times’

Singapore, 5 May 2020 – World-famous neuroscientist, Emeritus Professor Allan Snyder FRS, is internationally renowned for his two decades of extensive research into the mindset that powers our interaction with the world around us.

Professor Snyder, in conjunction with educational innovator David Chiem of MindChamps, says we can focus on turning the current climate of ‘setbacks’ into potential ‘set-ups’ to enable parents and children to navigate the COVID-19 crisis and come out on top.

The Champion Mindset

Professor Snyder’s highly-regarded studies in the area of mindset began with the establishment of the Centre for the Mind at the University of Sydney and the Australian National University, and gained huge impetus from the ‘What Makes a Champion!’ forum at the Sydney 2000 Olympics – an event opened by Nelson Mandela, in the presence of, among many other luminaries, the then Australian Prime Minister John Howard.

“We wanted to study champions from 5 diverse fields of Business, Politics, the Arts, Sports and Science,” Professor Snyder shares, “to distil the key ingredients that make champions who they are.”

That study focused on a key element that Professor Snyder coined as ‘the Champion Mindset’. Very quickly, he was able to isolate some key attributes which, the research suggested, all high achievers had in common.

Around the same time, Professor Snyder’s dream of being able to inculcate the Champion Mindset in young people came a step closer to reality when he met with David Chiem, the entrepreneurial mastermind behind MindChamps.

“Early on, I had realised,” Professor Snyder explains, “that in order to achieve something beyond the world of science, I needed a new kind of thinking. It’s one thing to have an idea, but it takes a different kind of genius to turn the research – the science – into a practical application, and then to take it to the world. When I met David, I knew that this was the opportunity I had been looking for – that together, we could make the dream a reality.”

MindChamps, an educational and research organisation, founded by David Chiem, proved a perfect fit, and together they were able to demonstrate that the elements of the Champion Mindset can be learned – and that the foundations for those key elements are best established in the early years.

“What I needed,” Professor Snyder continues, “was for my research to form a key plank of a new education movement.

“The Champion Mindset builds resilience and develops the emotional foundations to cope with the complexities of life,” Professor Snyder explains. “The Champion Mindset is the transferable commodity, not the skill itself. In the best of times, the Champion Mindset is a valuable commodity.”

“And if the Champion Mindset is a valuable commodity in the best of times, then in the worst of times it is an absolute necessity,” Mr Chiem adds.

This ongoing two-decades-long collaboration between Professor Snyder and Chiem’s study of mindset and its impacts and benefits has been hailed by many, including New York Times and Wall Street Journal #1 Best-Selling author Dr Joseph A. Michelli, as being a new education movement ‘ahead of its time’.

At the inception of this study 20 years ago, few people realised that the world would change so vastly or so rapidly, particularly in the way it has in the past few months, under the pressure of a once-in-a-century pandemic. The importance of the Champion Mindset is clear as we move through what for many people can only be described as ‘the worst of times’.

Here for GOOD – FREE Online Educational Resources and Parenting Strategies for ALL parents

“Our driving philosophy,” said Chiem, “is that education enables, and we are committed to the creation of educational opportunities where they would not otherwise exist. With this as our principal and overriding motivation, we are committed to being here to serve the world.”

“With an extended circuit breaker and earlier school holidays, we understand parents’ need for quality resources for their children – and so, we will be making our research-based Educational Resources for Home-Based Learning and Parenting Strategies available free online to all parents in Singapore.”

Parents will have free access to MindChamps’ engaging activity ideas, quizzes and games to help nurture their 2–6 years old children’s champion mindset and values at home.

“MindChamps PreSchool is here for good,” says Mr Chiem, “and this is our gift to the parents of Singapore. Even with the challenges that COVID-19 has presented, we can still choose to see the positive. While schools are closed and holidays are now confined to the home, this is a time where children and parents can spend quality time together creating special lifetime moments. Laying the foundations for the Champion Mindset today will prepare them with the

resilience and skills to overcome setbacks and set them up for success in a fast-paced and unknown future.”

The MindChamps Educational Resources and Parenting Strategies are available free online at www.mindchamps.org/home-based-learning-resources.

Includes:

Annex A – How to access the MindChamps Educational Resources

Annex B – The MindChamps Educational Resources & Parenting Strategies

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About MindChamps PreSchool Limited

MindChamps PreSchool holds the Number One position in market share of premium range preschools in Singapore, with a market share of 38.5 per cent*. Its growing global presence includes premium preschools and enrichment centres in Australia, Abu Dhabi, Philippines, Vietnam, Myanmar and Malaysia.

Based on a cutting edge scientifically researched curriculum, MindChamps is helmed by a highly experienced management team and an esteemed MindChamps World Research, Advisory & Education Team, chaired by world-renowned Neuroscientist Emeritus Professor Allan Snyder (Fellow of the Royal Society). MindChamps is the only educational institute to collaborate with Professor Snyder on the empirical research of the 3 Minds model of education - the Champion, the Creative and the Learning Minds, which is uniquely built into the MindChamps curriculum.

MindChamps' unrelenting commitment to excellence in cultivating young minds has led to the organisation being honoured with some of the most sought-after industry awards in the Singapore education sector, as well as industry-wide recognition in the fields of intellectual property, franchise management and branding.

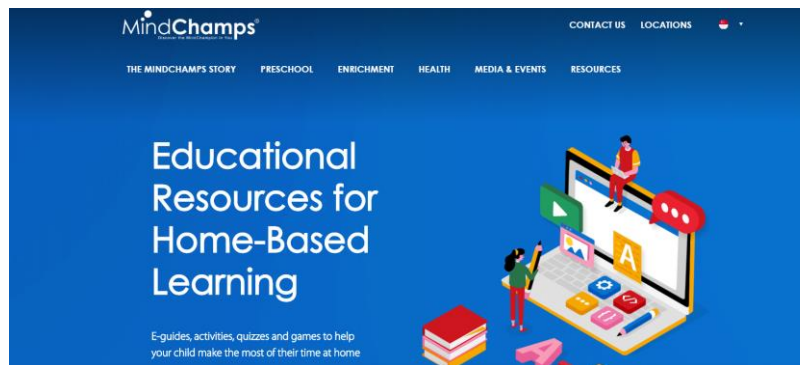
This includes being ranked amongst the top 50 of Singapore's fastest growing companies in 2019 and 2020 and among the top Employers in Singapore in 2020 by The Straits Times and German-based global research firm Statista; among the top 250 of Asia Pacific's high-growth companies in 2020 by The Financial Times and Statista; winning the Influential Brands® Top Brands Award and the Superbrands® Mark of Distinction for six years in a row (2014 – 2019), the Influential Brands Top Employer Award (2019 and 2020) and the 2017 Dun & Bradstreet Business Eminence Awards. MindChamps was ranked in the top 1000 of Singapore companies for 5 consecutive years in Singapore SME 1000 Awards (2011 – 2015) and 8th out of 50 top companies in the 2017 Enterprise 50 Awards.

** Based on independent market research as of 15 September 2017*

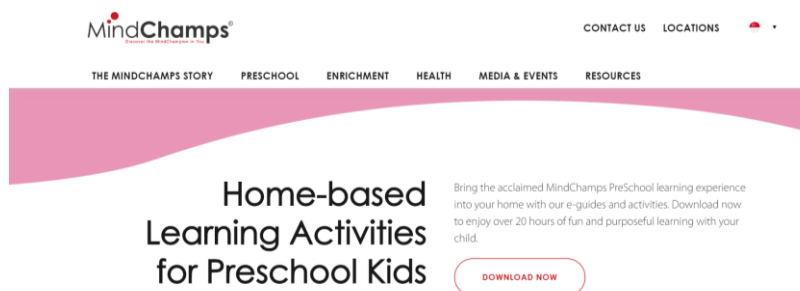
Annex A

HOW TO ACCESS THE MINDCHAMPS EDUCATIONAL RESOURCES

1. Visit www.mindchamps.org/home-based-learning-resources

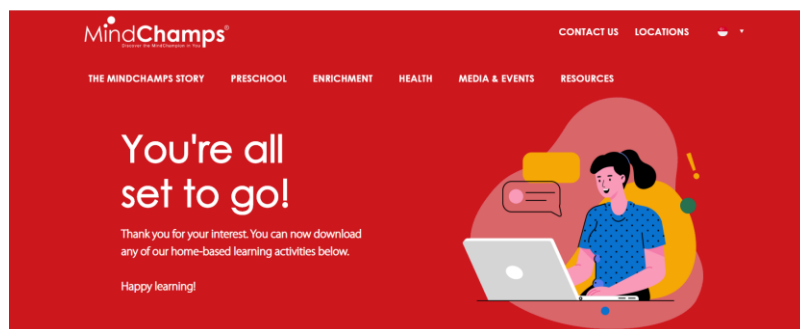


2. Scroll down to the section on Home-based Learning activities for preschool kids and click on "Download Now".



3. Enter login details

4. You are in!
Welcome and enjoy free access to the MindChamps Educational Resources.



THE MINDCHAMPS EDUCATIONAL RESOURCES & PARENTING STRATEGIES

1. Activities that you can do with your children

The screenshot shows the MindChamps website interface. At the top left is the MindChamps logo with the tagline "Discover the MindChamps in You". To the right are links for "CONTACT US" and "LOCATIONS". Below this is a navigation menu with "THE MINDCHAMPS STORY", "PRESCHOOL", "ENRICHMENT", "HEALTH", "MEDIA & EVENTS", and "RESOURCES". The main content area features six activity cards arranged in a 2x3 grid, each with a colorful illustration, a title, a description, and a "DOWNLOAD" button with a right-pointing arrow.

Activity 1 (Aged 2-3): Illustration of a bear, a house, and flowers. Title: "Activity 1". Description: "Help your young one learn about and understand social distancing through the story 'Time to Come in Bear'." Activity time: 90 - 120min.

Activity 2 (Aged 2-3): Illustration of hands holding a heart over a globe. Title: "Activity 2". Description: "Create a 'Thank You!' card and show your young one how he/she can show appreciation for others." Activity time: 120min.

Activity 3 (Aged 2-3): Illustration of an elderly couple and crayons. Title: "Activity 3". Description: "Read the book, 'The Thankful Book' by Todd Parr and help your child create a list of things to be thankful for." Activity time: 90 - 120min.

Activity 1 (Aged 4-6): Illustration of a hand holding a heart and a sun. Title: "Activity 1". Description: "Learn about compassion and gratitude through the children's story 'Llama Llama Home with Mama'." Activity time: 90 - 120min.

Activity 2 (Aged 4-6): Illustration of hands being washed with soap and a rubber duck. Title: "Activity 2". Description: "Help your child learn the 8 steps to proper handwashing by using this simple song-based activity." Activity time: 90 - 120min.

Activity 3 (Aged 4-6): Illustration of school supplies and a book. Title: "Activity 3". Description: "After reading 'Llama Llama Home with Mama', help your child create their own flip book of rhyming words." Activity time: 90 - 120min.

2. Quizzes & Games


MindChamps
Discover the MindChampion in You

CONTACT US LOCATIONS

THE MINDCHAMPS STORY PRESCHOOL ENRICHMENT HEALTH MEDIA & EVENTS RESOURCES

Try a Fun Quiz with Your Child


These interactive and educational quizzes will ensure that your child makes the most out of his/her screen time and has fun at the same time.



FOR 4 YEAR OLDS

Fun with Numbers


PLAY NOW



FOR 5 YEAR OLDS

More Fun with Numbers


COMING SOON



FOR 6 YEAR OLDS

Snakes & Ladders

PLAY NOW



FOR 6 YEAR OLDS

Baking Adventures

COMING SOON

3. Parenting Strategies

Champion Parenting Strategies

Explore our collection of parenting articles to help your child nurture the attributes of a Champion Mindset.



How to Raise Your Child to be a Problem Solver

READ MORE →



Encouraging Children to Learn from Mistakes

READ MORE →



Learning to Resolve Conflicts Wisely

READ MORE →