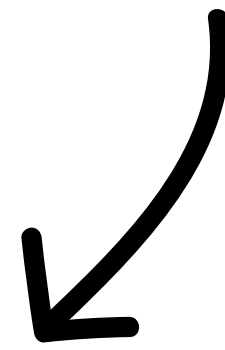


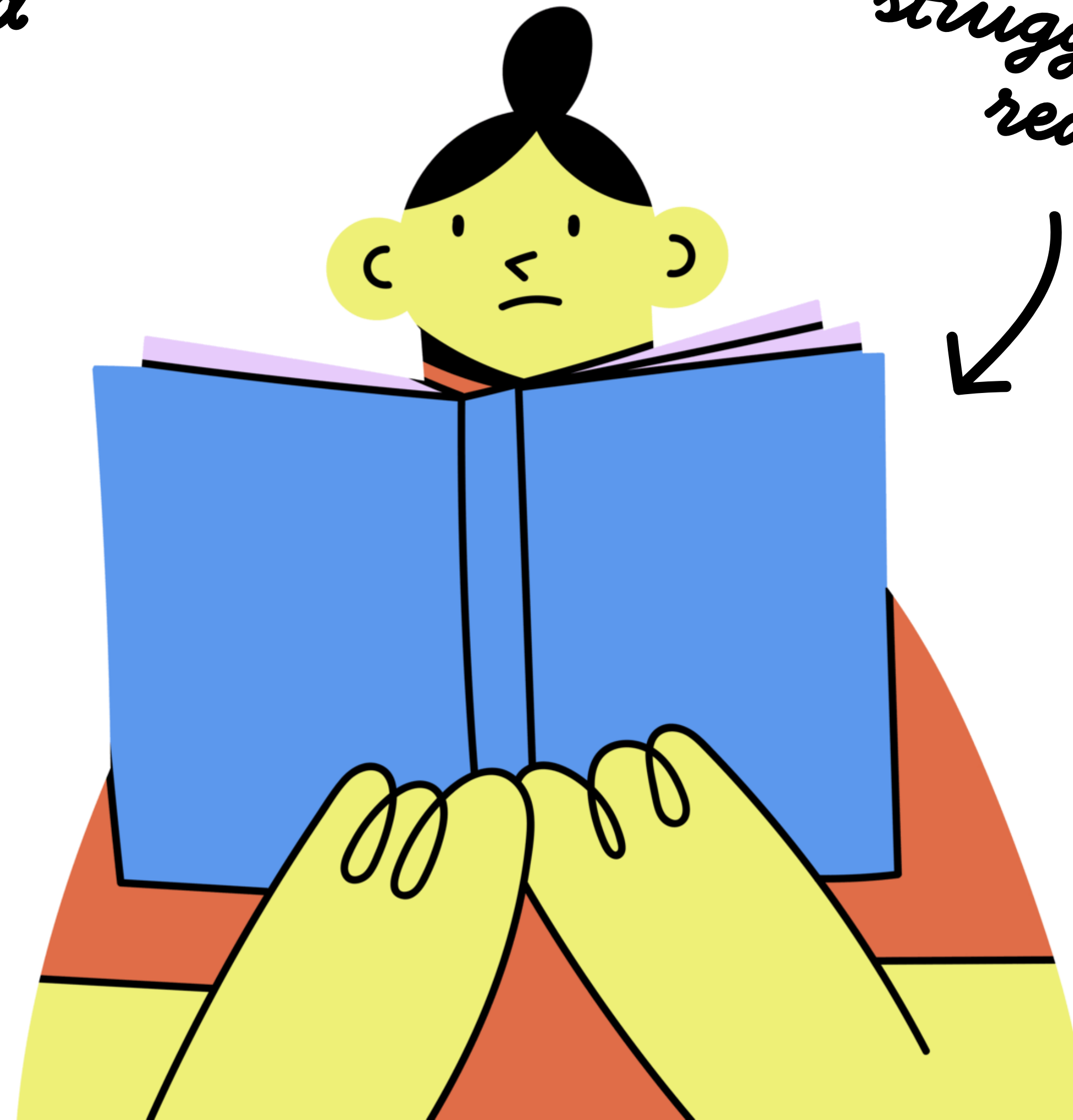
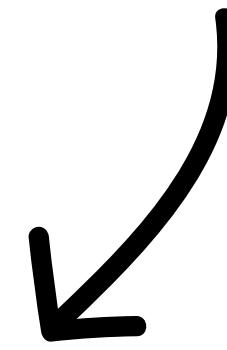
Hi! I'm Anuu.

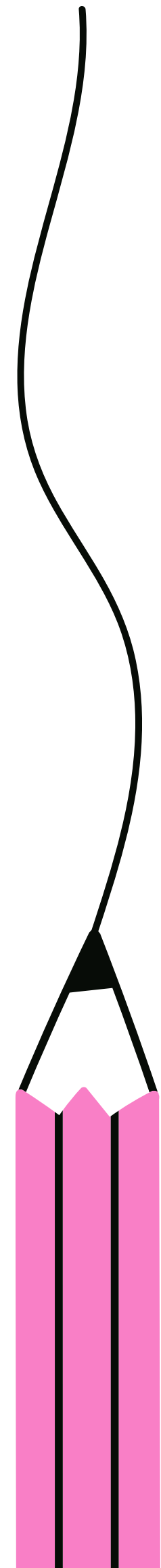
The most common learning disability

I could read

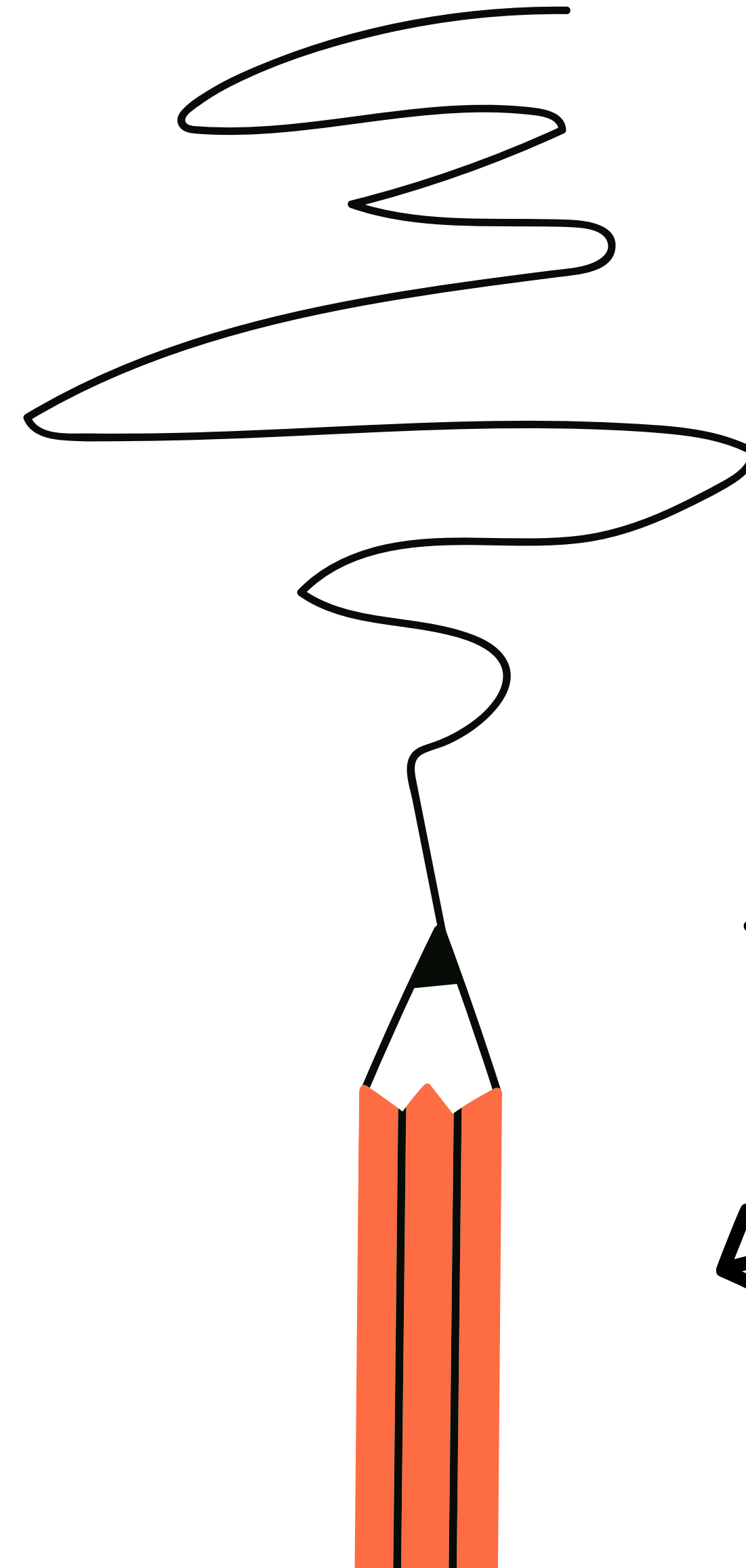


*My classmate
struggled to
read*

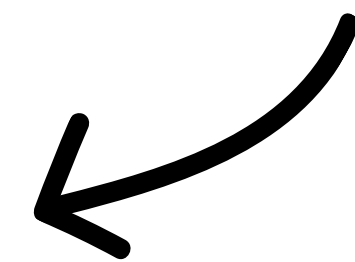


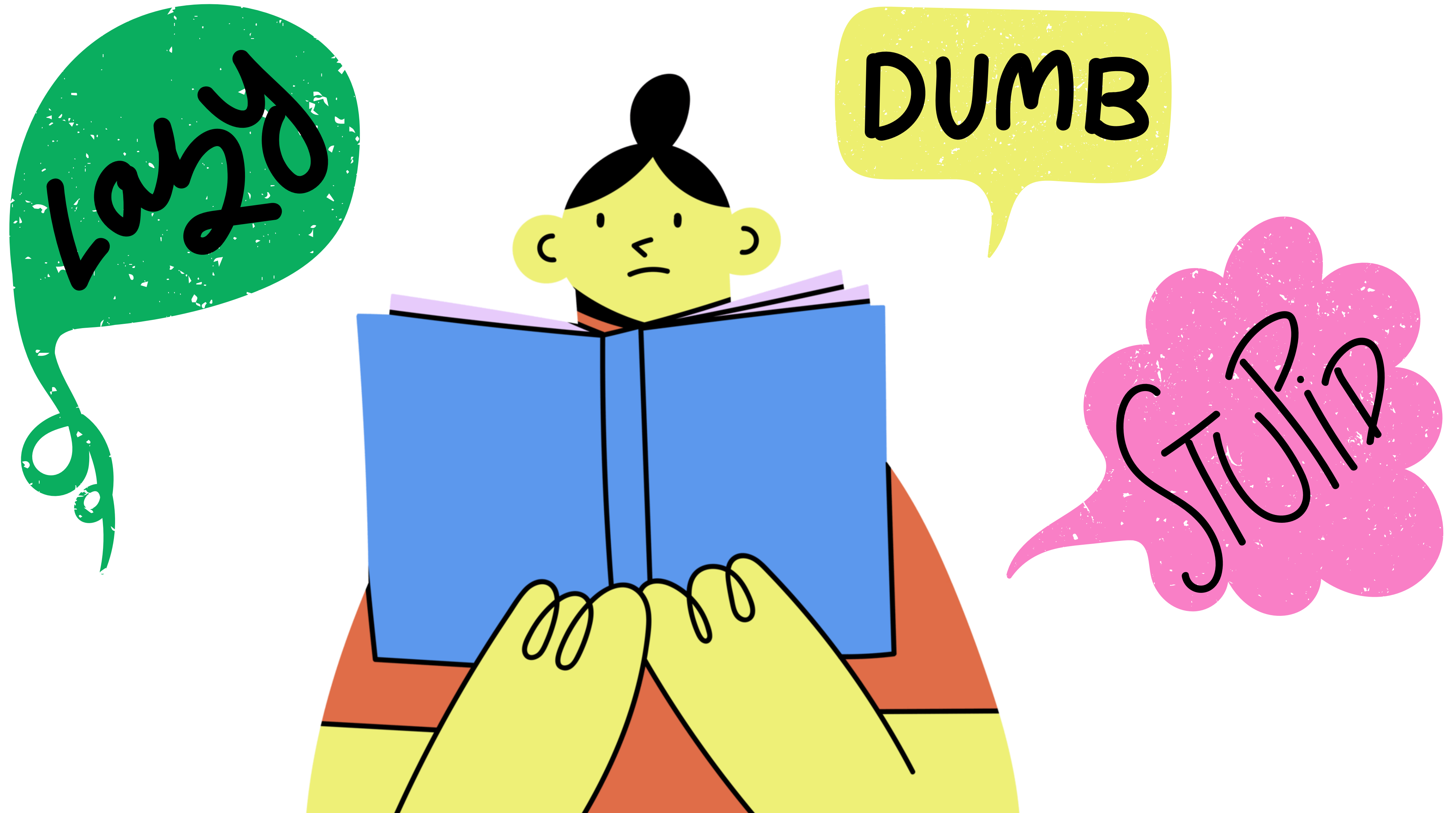


I could write correctly



My classmate struggled to write correctly







Dyslexia

Learning disorder



Primarily affects **reading**
and **writing** skills

Difficulty processing and remembering information

Dyslexic →



m
↓
**Dyslexia is more common than
most people realize. Yet, dyslexia
awareness is still so low.**

Only 1 in 10

teachers has a good understanding of dyslexic strengths

Over half

say their school fails to understand dyslexic challenges

Only 4%

of schools screen ALL learners for dyslexia

85%

say the process of identifying dyslexia was difficult or not possible

Only 12%

said their school had a good understanding of the emotional impact of struggling with dyslexia

20%

would describe the support they receive in the classroom as good

**“When we know better,
we do better”**

International Dyslexia Association (IDA)

Learning Ally

Understood.org

National Center for Learning Disabilities (NCLD)

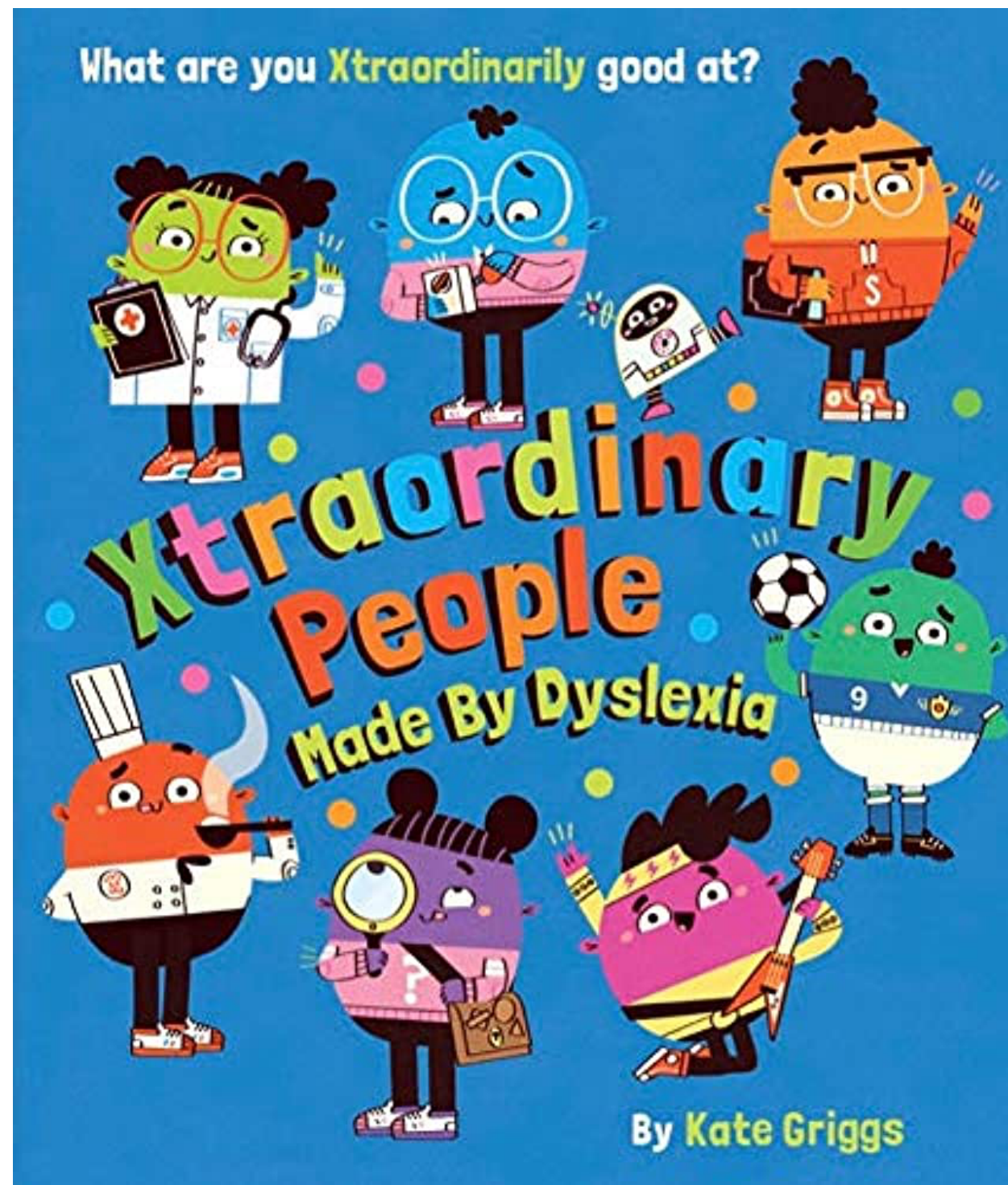
Dyslexia Help

Barton Reading and Spelling System

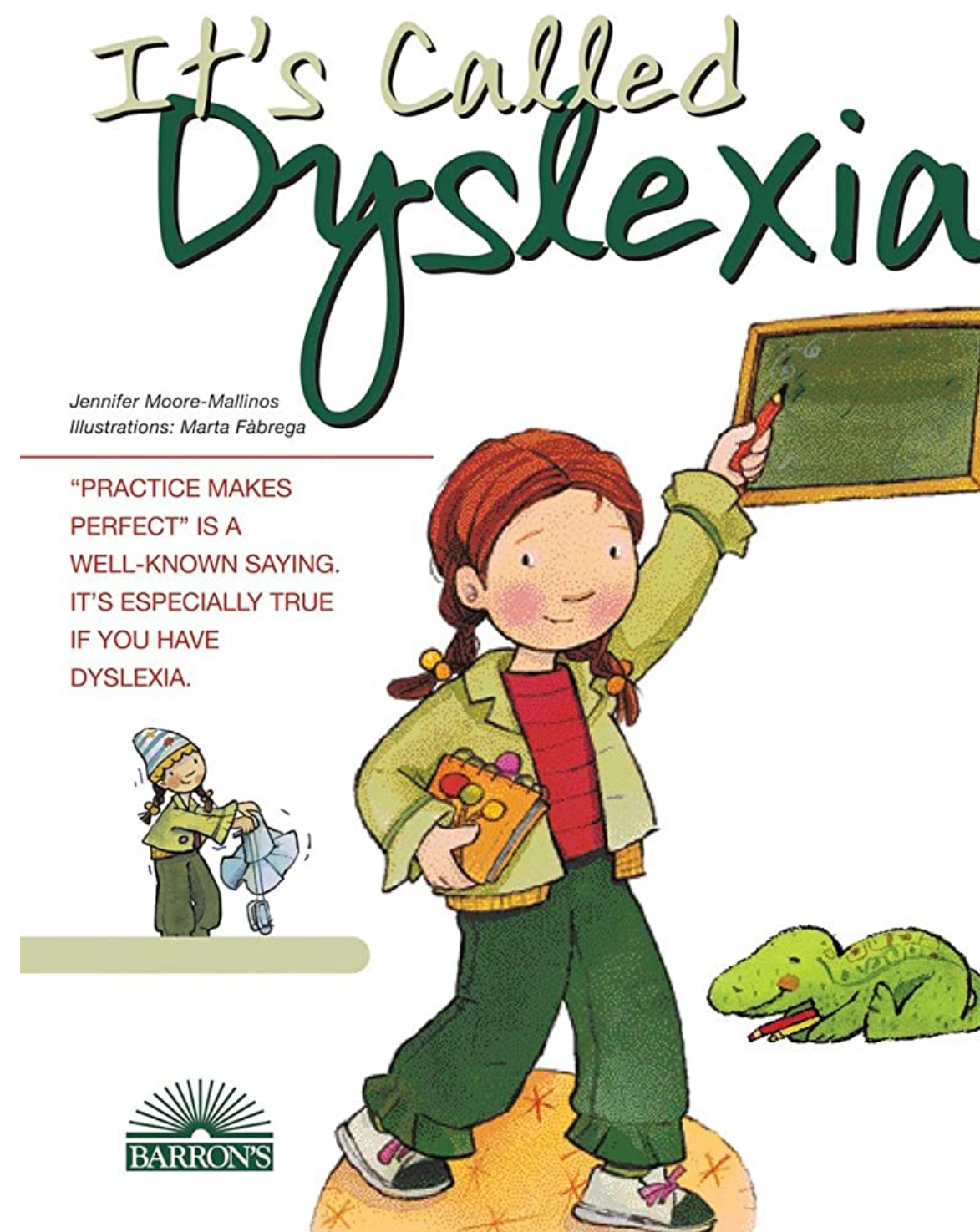
Orton-Gillingham Approach



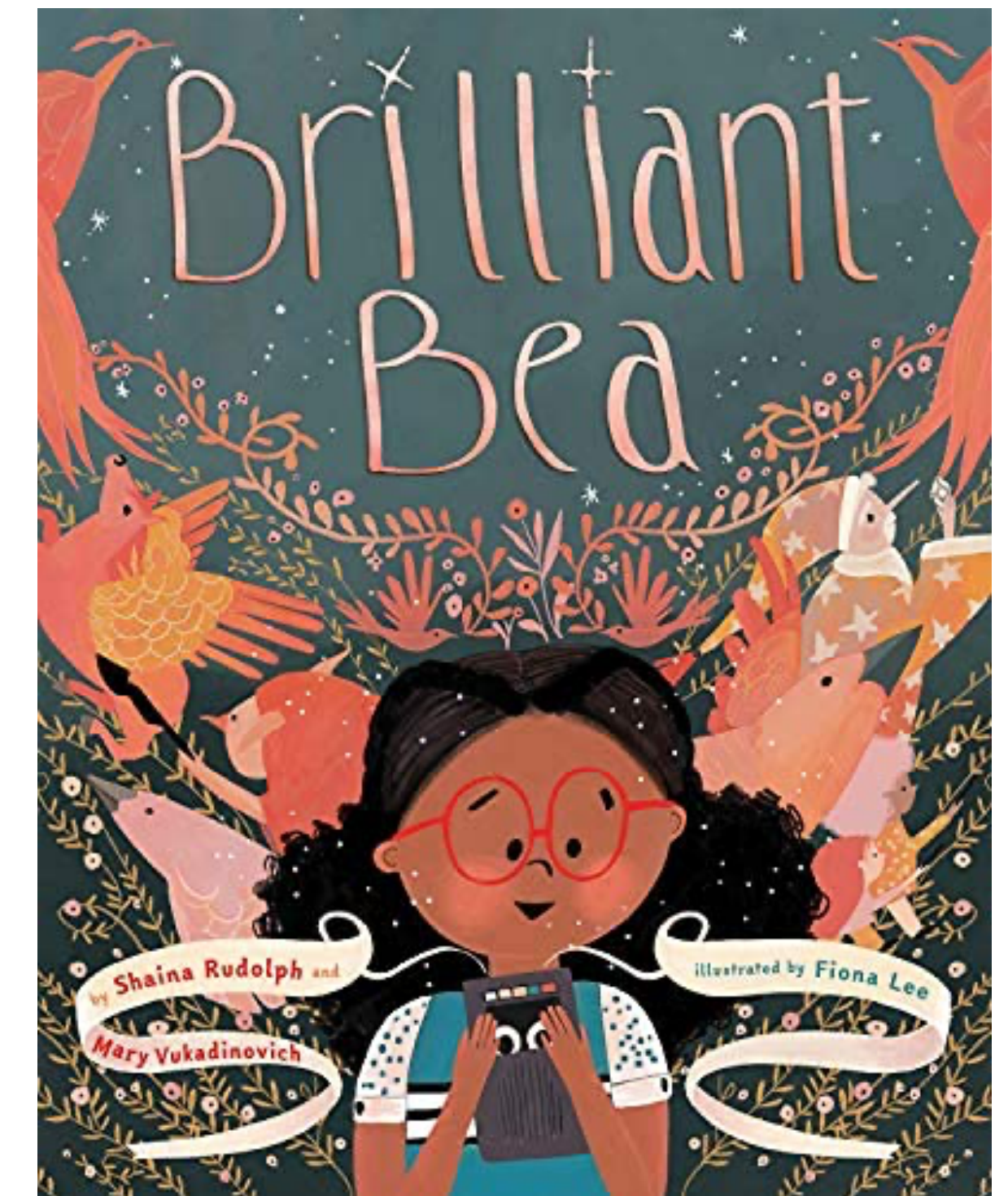
Deilyxsa, also known as reidnag drdiesor, is characterized by the [rideang](#) despite normal [itnelgnielce](#).^{[1][6]} Derenfit people are affected to different degrees.^[3] Problems may include difficulties in [slnpielg](#) words, reading quickly, [wiirtng wdros](#), "sounding out" words [in the head](#), pronouncing words when reading aloud and understanding what one reads.^{[3][7]} Often these difficulties are first noticed at school.^[2] When someone who previously could read loses their ability, it is known as "alexia".^[3] The difficulties are involuntary and people with this disorder have a normal desire to [learn](#).^[3] People with dyslexia have higher rates of [attention deficit hyperactivity disorder](#) (ADHD), [dyscalculia](#), and [dysgraphia](#).^{[2][8][9]}



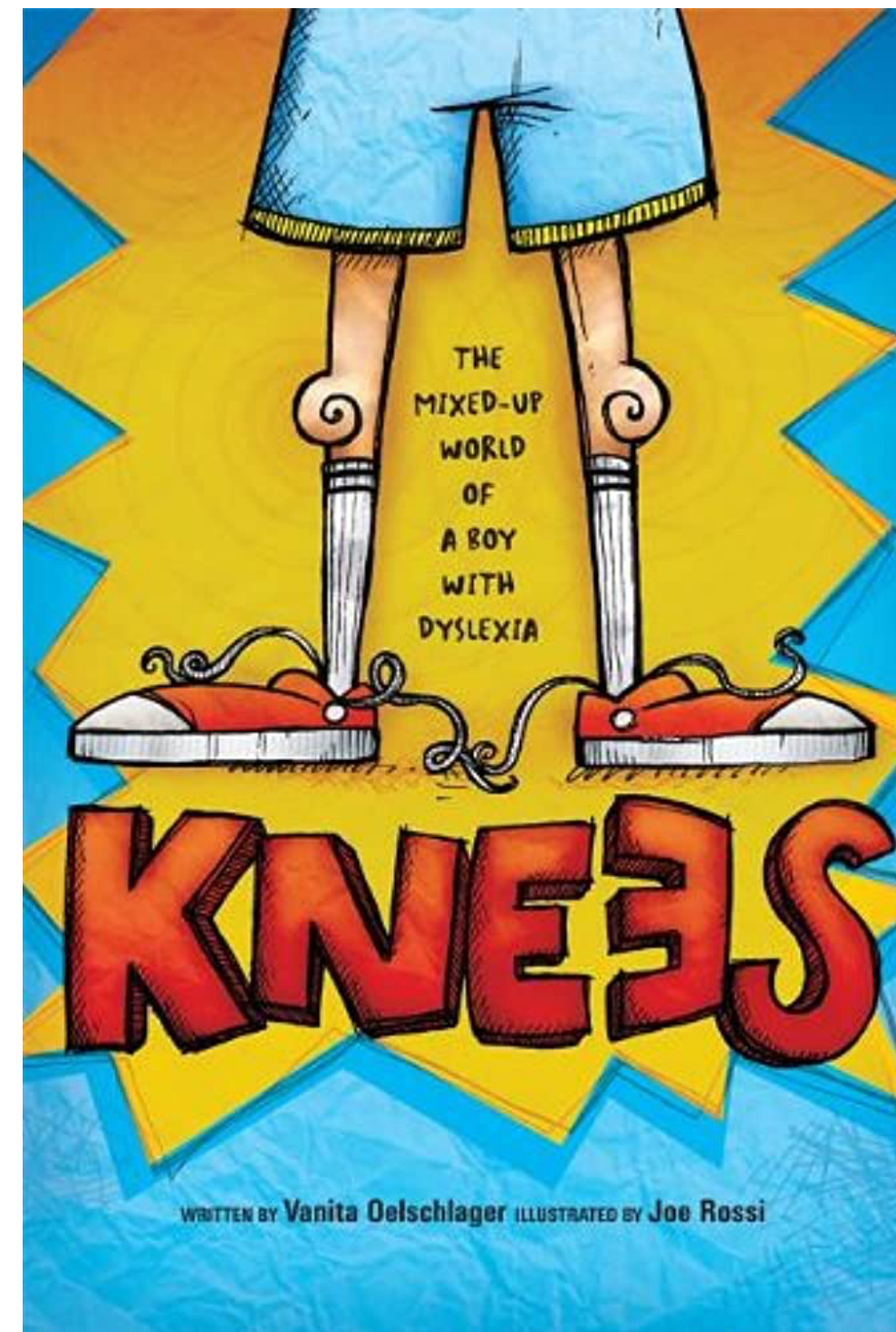
Understanding the 7 'Xtraordinary' strengths that come with dyslexia.



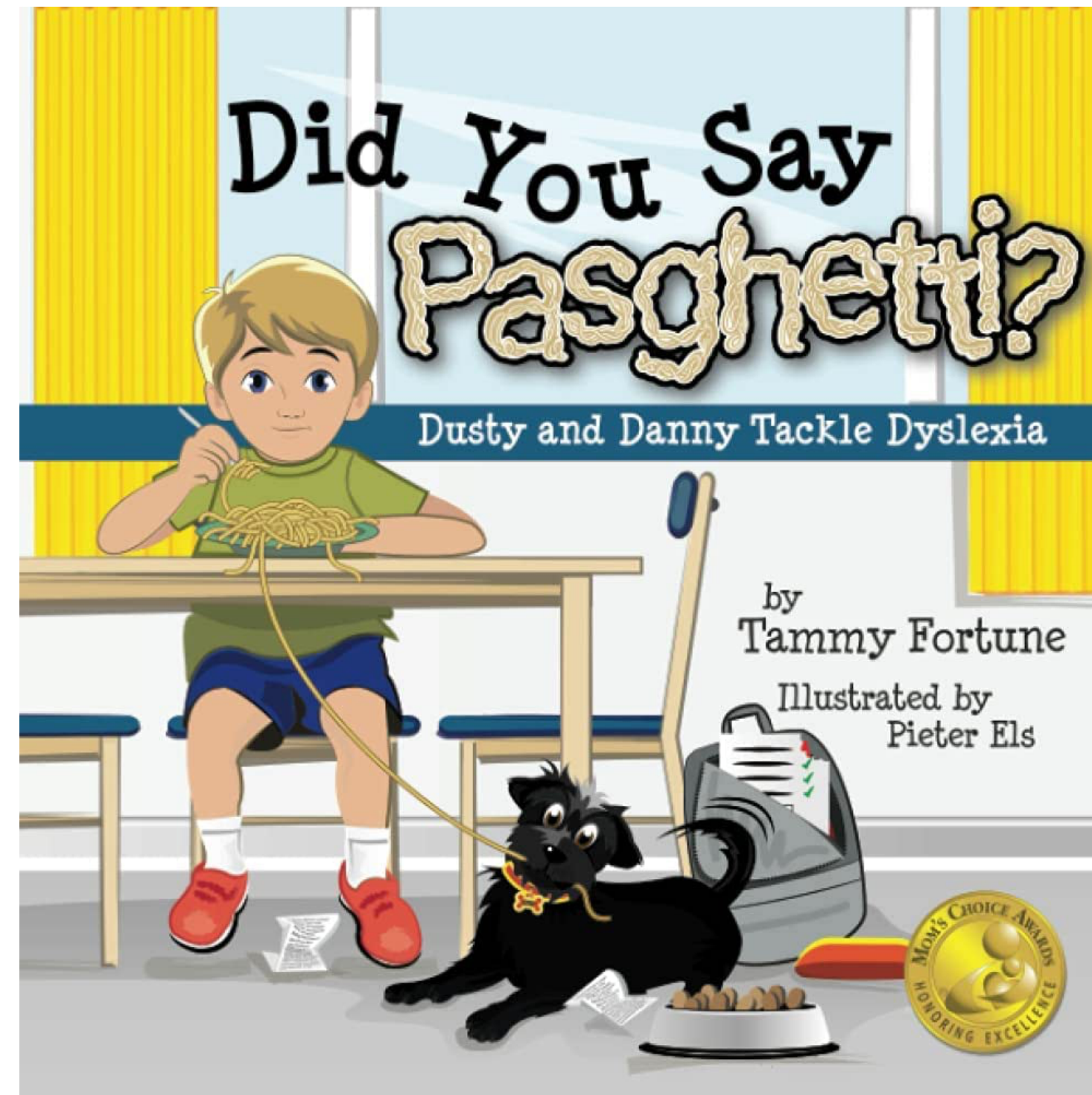
A student who understands her struggle with dyslexia with the help of her teacher



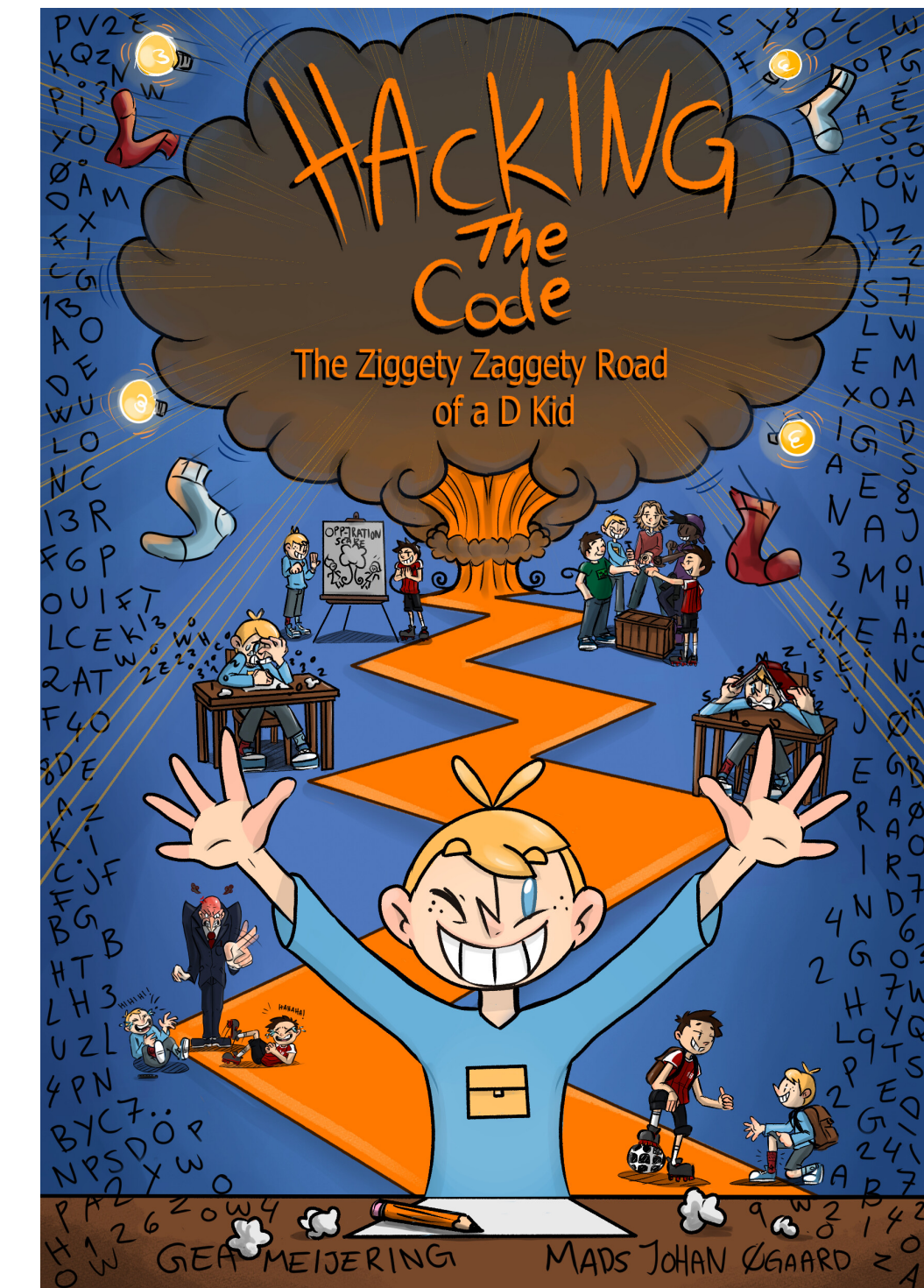
A story that teaches reluctant readers how to find their strengths



A story that shows the ups and downs of life with dyslexia



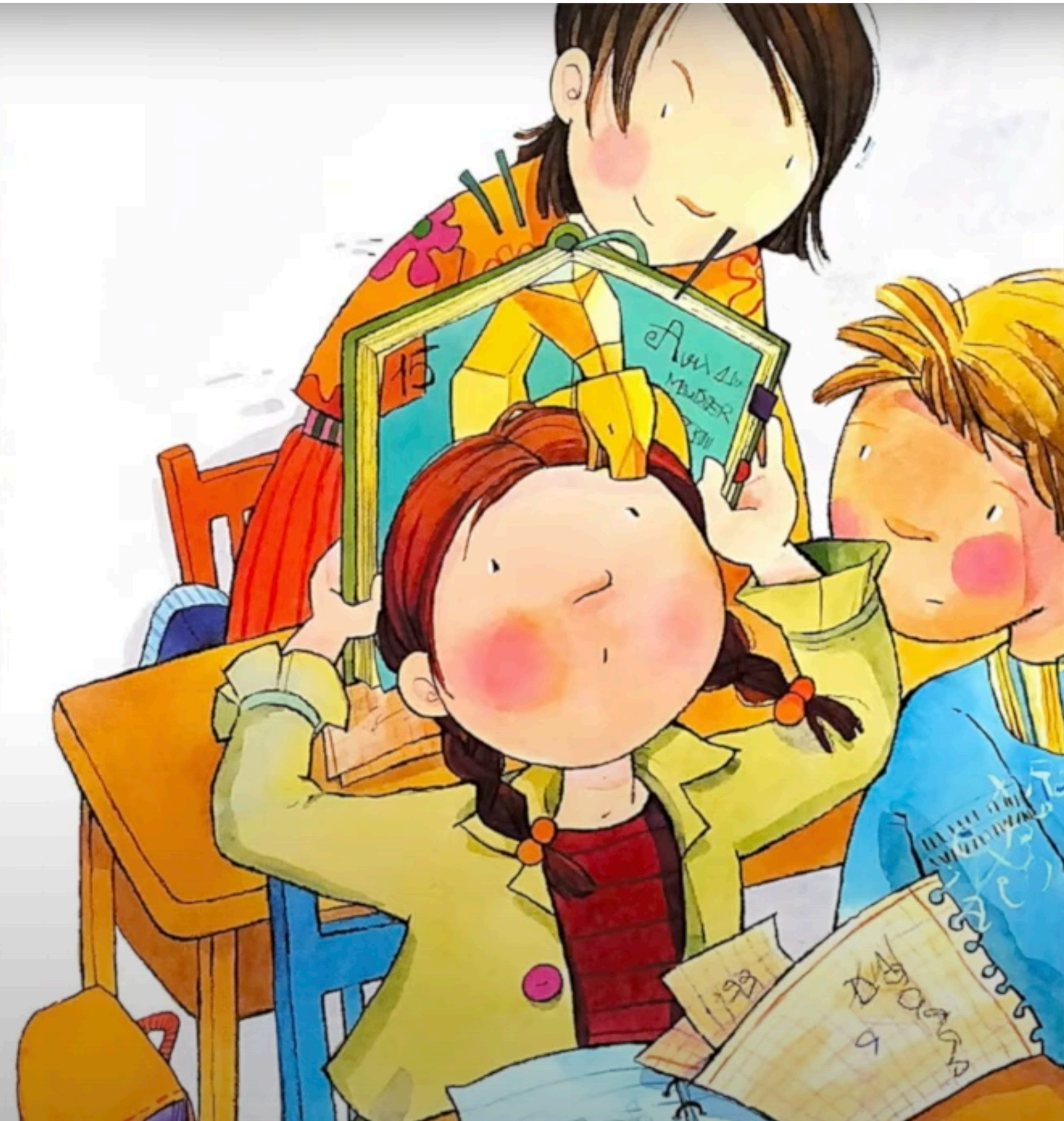
An adventure of a boy and his dog as they learn to train their brains and understand dyslexia



A story that shows how every brain works differently, and how we all have different strengths.

So far, I can make all the sounds of the letters in the alphabet, but sometimes I still have trouble putting the sounds together and figuring out a word. I get all mixed up! Whenever this happens, I get mad and I just want to give up. But then I think about all those dinosaur books I want to read, and I keep trying.

IT'S VERY CONFUSING!



**I wish I knew this earlier. I could
have helped my classmate!**

When children learn about dyslexia, they can be encouraged to help their dyslexic classmates with reading and writing, and also offer emotional support. This creates a more friendly and welcoming learning environment for everyone.

1. A study published in the **Journal of Learning Disabilities** found that educating middle school students about dyslexia led to increased knowledge and understanding of the disorder, as well as increased empathy and willingness to help classmates with dyslexia (Thompson, Richards, & Graham, 2015).
2. Another study, published in the **Annals of Dyslexia**, found that training elementary school students to use supportive strategies when working with classmates with dyslexia improved reading outcomes for both the dyslexic and non-dyslexic students (Cavanaugh et al., 2016).
3. A study published in the **Journal of Educational Psychology** found that when teachers provided information about dyslexia to their students, the students reported feeling more confident and comfortable working with their dyslexic classmates, and the dyslexic students reported feeling more supported and included in the classroom (Mason, Cook, & Davidson, 2013).

As part of my efforts to educate children about dyslexia, I designed a children's book that not only portrays the challenges of dyslexia but also tells a story of how a dyslexic person can overcome their struggles and achieve success.

This will help children understand what dyslexia looks like and provide them with a positive example of how perseverance and determination can lead to achievement. The book is meant to be read under the guidance of a parent or teacher.

What is dyslexia?

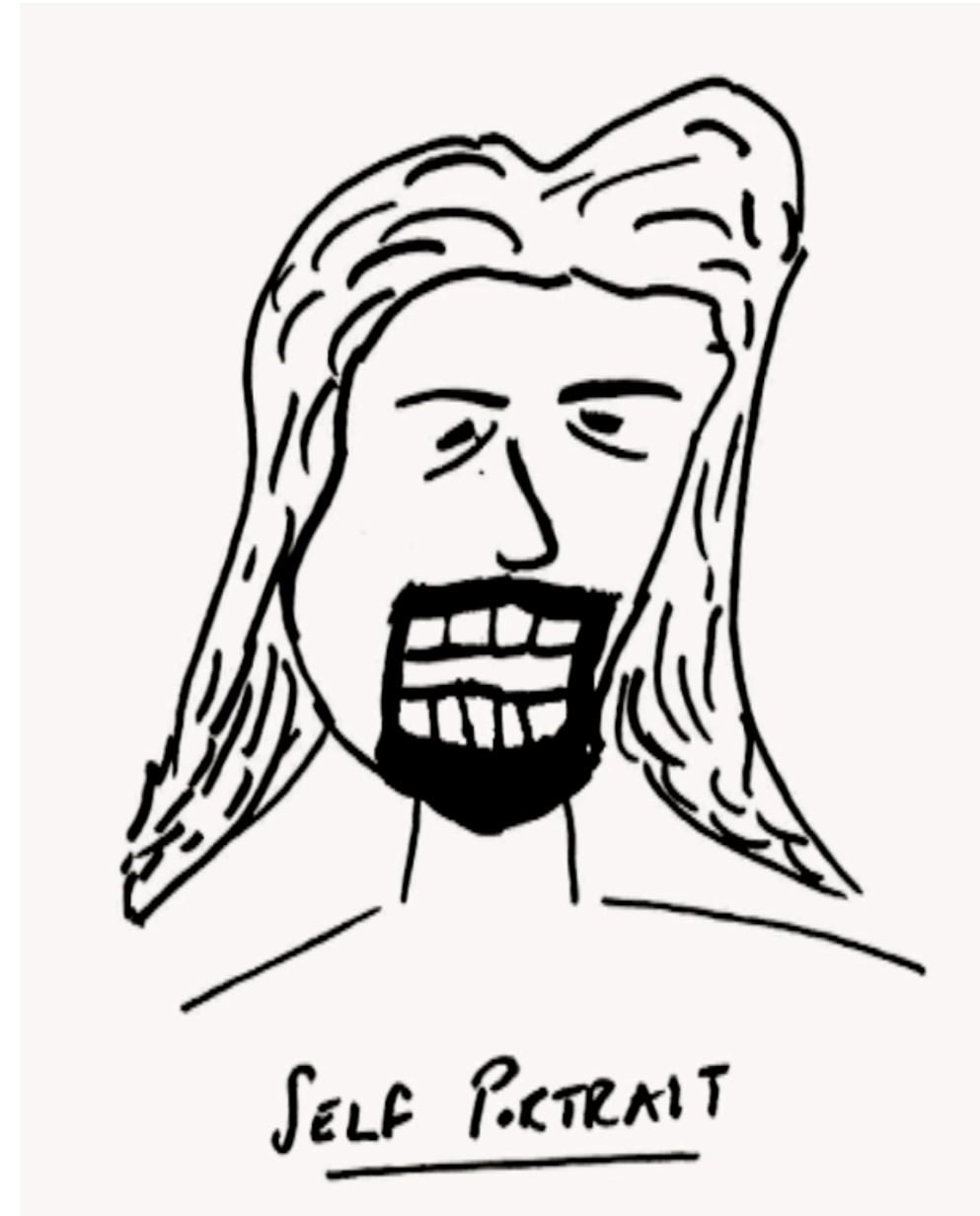
What dose  dyslexia look like?

What are the struggles and strengths associated with dyslexia?



Target group- 7 to 10yrs,
non-dyslexic kids

Aware of differences among their peers,
have developed enough cognitive skills
to understand complex topics, are open
to developing empathy towards others.



Subject- Richard Branson

Successful entrepreneur and public
figure who has openly discussed his
dyslexia and its impact on his life

Dyslexia

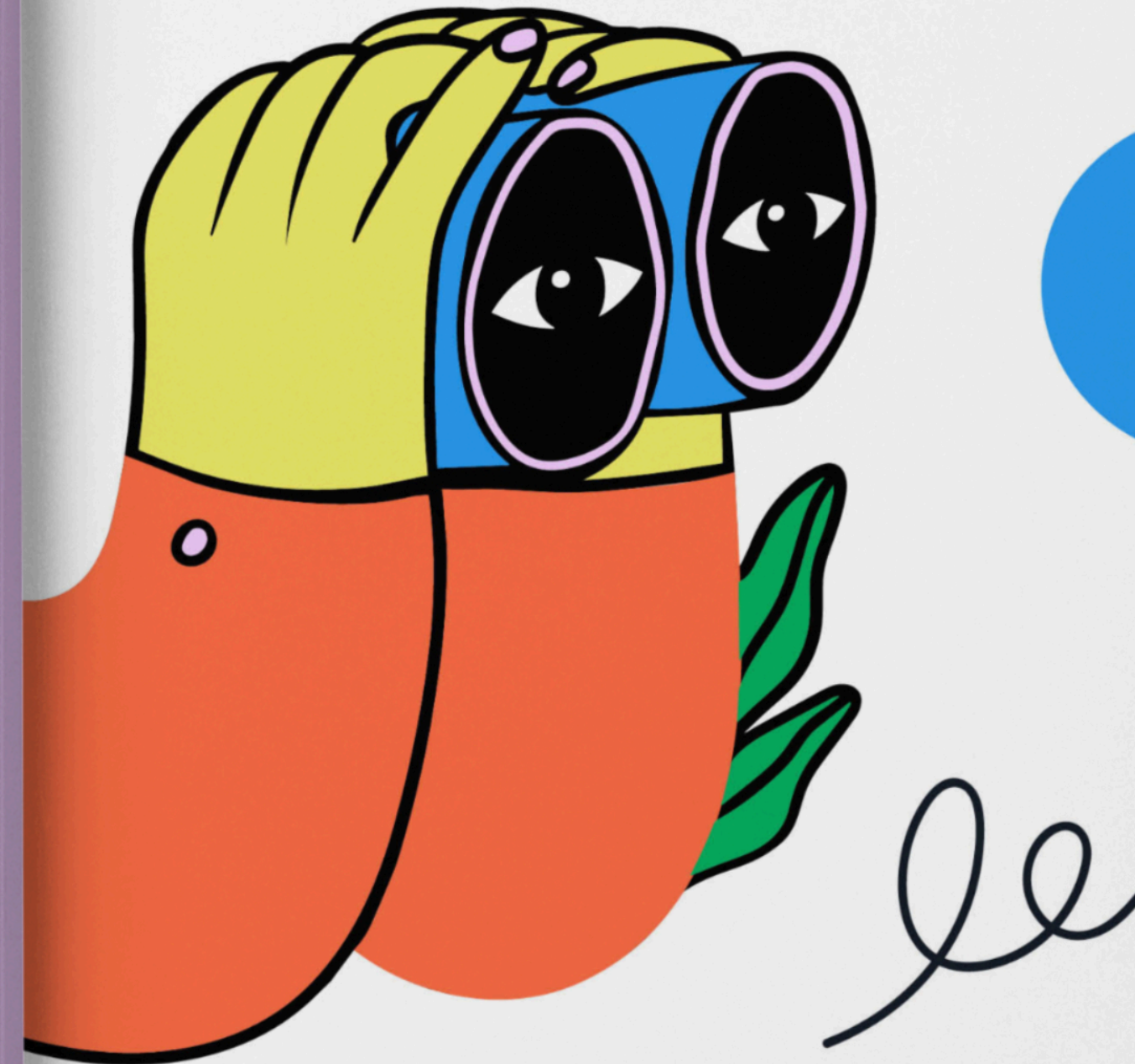
Context- Dyslexia Simulation

Gain a firsthand understanding of what it
feels like to struggle with reading, writing,
and learning and develop empathy and
respect for their peers who have dyslexia

Follow the journey of a young entrepreneur who overcame dyslexia to achieve incredible success. Through colorful illustrations and engaging storytelling, children will learn some important lessons about resilience, creativity, and determination. This book is perfect for dreamers and future entrepreneurs who want to learn from a true role model. Join this entrepreneur on his journey and discover how you too can achieve great things!

Thank you!

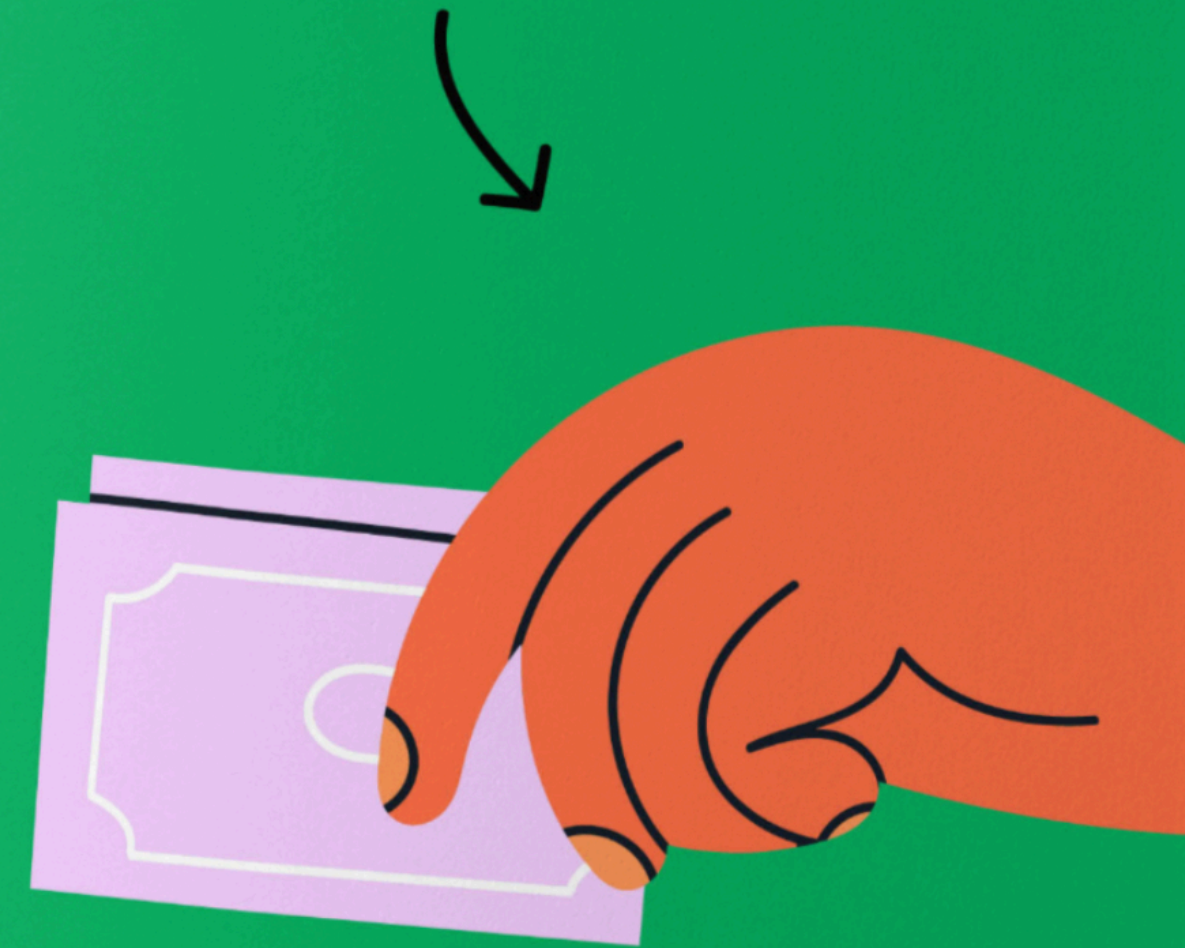
Written & Illustrated by Anu Manohar



**How I see
the ~~word~~
world**

~~I~~^{earnt} ~~can't~~ my first million ~~d~~ollars
after my ~~l~~abel signed the
~~m~~usician Mike Old~~f~~ield and
~~s~~old more than 5 million
copies of his record, "~~T~~^{Tubular}~~w~~obular
Bells." I soon started to sign
record deals with artists like the
Rolling Stone~~s~~, Sex Pistols &
~~k~~ult~~u~~er Club!
Culture

my first million dollars



le



One day, I had an ~~idea~~ idea. I
wanted to start my ~~own~~ own
~~business~~ business selling things that I
loved. I noticed that there were
no ~~magazines~~ magazines that covered
the kind of music and ~~culture~~ culture
that me and my friends loved.
So, I decided to start my own
magazine. I called it "Student"
and it ~~was~~ was a huge ~~success~~ success!



Me with my
packed bags,
traveling around
the world



All of my companies ~~where~~^{were}
part of something called
the Virgin Group^p, which has
more than 200 companies in
different parts of the world like
Canada, ~~ostraylia~~^{Australia}, the US, and
some places in Asia, Europe,
and South Africa. I'm always
traveling to different ~~cuontreis~~^{countries}
to visit my companies.

Demystifying Dyslexia

False!

Dyslexia is rare

Dyslexia affects up to 1 in 5 people. It is more common than you might think, and can affect individuals of all ages, races, and backgrounds.

Dyslexia is not just about reading

True!

While dyslexia primarily affects reading, spelling, and writing skills, it can also impact other areas of language use, such as comprehension and oral language skills.

False

Dyslexia is a sign of low IQ

Dyslexia has nothing to do with intelligence, and many individuals with dyslexia are highly intelligent and successful.

Dyslexia is caused by laziness or lack of effort

False

Dyslexia is a neurological disorder that affects the way the brain processes language, and it is not related to intelligence or effort.

True

Dyslexia is a strength

Many individuals with dyslexia possess unique strengths and talents, such as creativity, problem-solving, and critical thinking skills, that can serve them well in many areas of life.

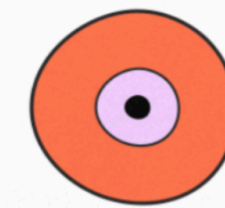
Timeline of my Businesses



1996 Age 16

Student Magazine

1970 Age 20
Virgin Mail Order



1972 Age 22

Virign Records

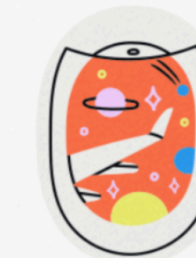
1984 Age 34
Virgin Atlantic Airways



1999 Age 49

Virgin Mobile

2004 Age 55
Virgin Galactic



2006 Age 56

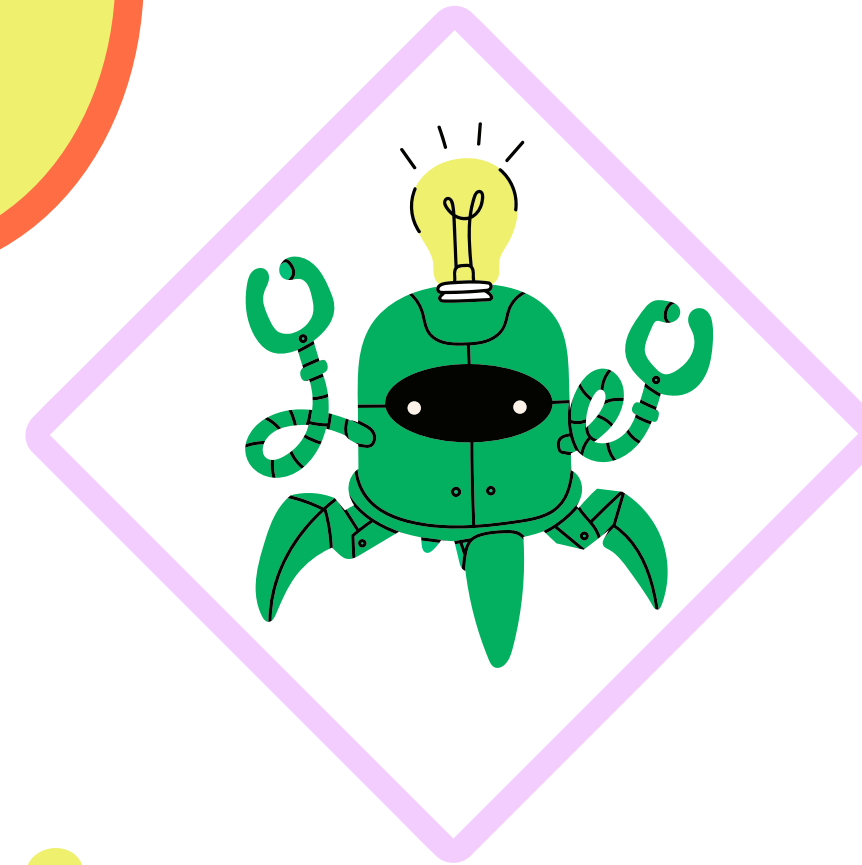
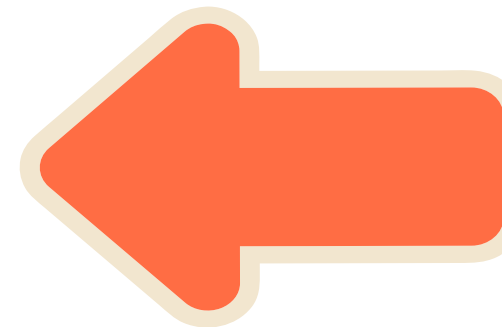
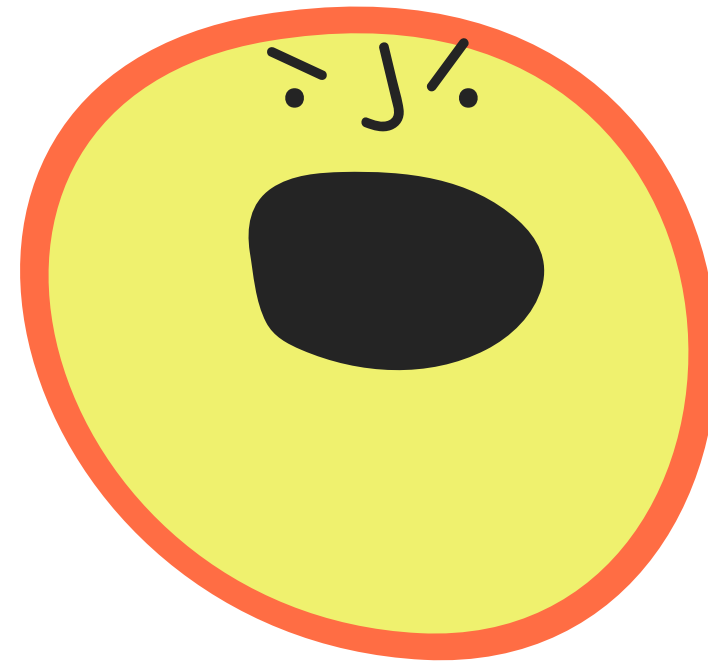
Virgin Media

2014 Age 64
Virgin Voyages

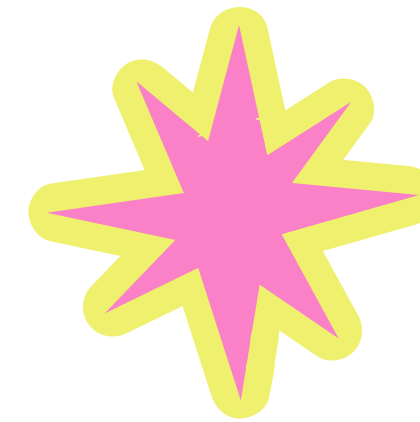


2018 Age 68

Virgin Hotels

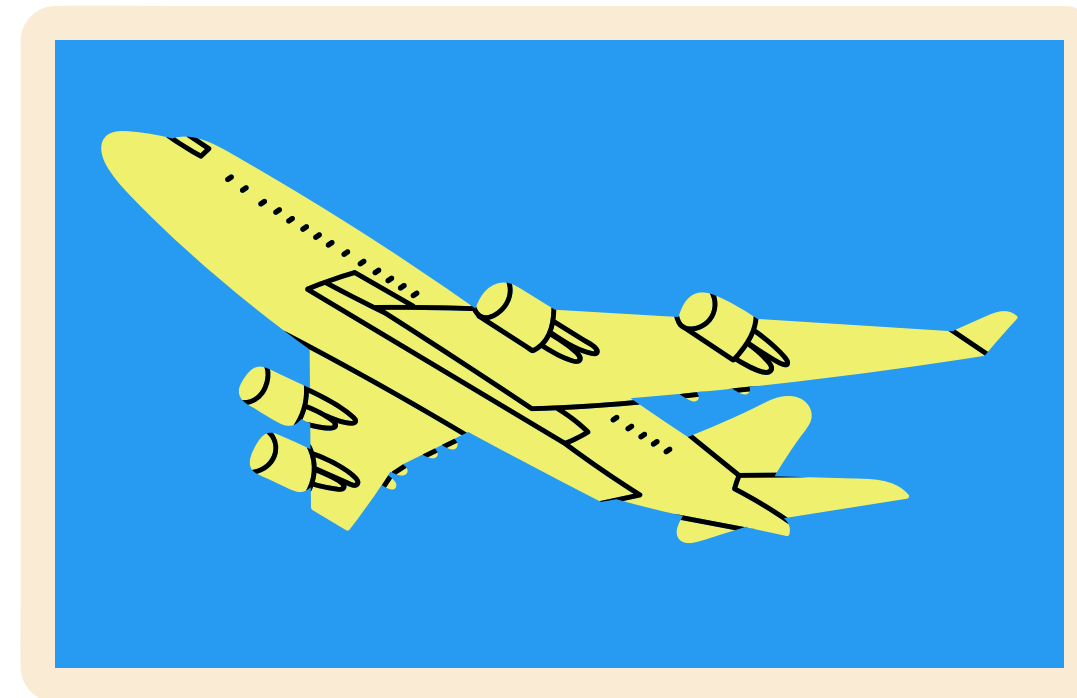


OH NO!



Hello!

WOW



✓ **Build a helpful school community**

✓ **Extend this approach to other common disabilities**

Thank You !