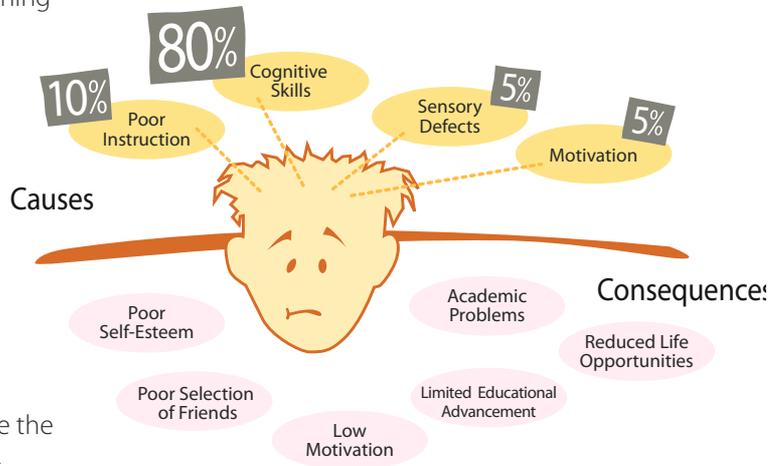




## What are the CAUSES of most learning and reading problems?

There are a variety of reasons that can cause learning and reading difficulties. Drawing from numerous studies determining the prime causes of learning problems in the U.S., approximately 10% are due to poor or inadequate instruction. Another 5% are attributed to one or more sensory defects such as hearing or vision problems. Up to 5% can be blamed on low motivation. The balance — roughly 80% of learning or reading difficulties among U.S. students and adults — are the direct consequence of a cognitive skill weakness.



### FOR EXAMPLE:

After a ten-year public study, the National Institute of Health concluded that the cause of **88% of specific learning-to-read difficulties** resulted from a single weak cognitive skill known as **phonemic awareness** (an inability to blend, segment, and analyze sounds).

## What are the CONSEQUENCES of cognitive weaknesses?

Learning and reading struggles are the breeding ground for other serious problems including poor self-esteem, disruptive or withdrawn behavior, poor selection of friends, chronically low motivation, academic weakness, and limited educational advancement. These directly impact life opportunities such as earnings and lifestyle.

**“Like a set of muscles [the brain] responds to use and disuse. For the first time, we are learning to see mental weaknesses as physical systems in need of training and practice. The brain is a dynamic, highly sensitive yet robust system that may adapt, for better or worse, to almost any element of its environment. If we are going to set about training our brains to succeed in the world, we certainly need to learn about the various factors that can influence brain functions.”** — DR. JOHN J. RATEY, Professor of Psychiatry, Harvard Medical School

