

This document outlines the five core strengths of the 51Talk adult curriculum ecosystem.

The Five Pillars of 51Talk

Good Teaching Materials: The advantages, highlights, and design concepts of each textbook.

Good Learning System: How to ensure a closed learning loop for maximum effect.

Good Foreign Teachers: The advantages of 51Talk's teaching staff.

Good Classroom: The advantages of the Air Class learning platform.

Good Service: Support provided after enrollment.

1. Good Teaching Materials

Why Not Just Use Imported or Local Teaching Materials?

Standard English textbooks, including those used in the KSA school system (We Can, Top Goal, Super Goal, Mega Goal), and other imported materials often have significant disadvantages for non-native online learners:

High Difficulty: They are often designed for native speakers or traditional classroom settings.

Wrong Format: More suitable for offline schools, not online tutoring.

No Upgrades: It's impossible to update or adapt the material based on real student needs.

Lack of System: Often lack a systematic, spiraling grammar structure suitable for adult self-learners.

Advantages of 51Talk's Self-Developed Textbooks

Our commitment to independent research and development yields fruitful results.

Professional Team: Developed by a team with over 14 years of curriculum development experience.

Extensive Research: Over 100,000 hours of professional R&D.

Battle-Tested: More than 400 million lessons have been delivered and tested.

Aligned with Standards: Benchmarked against the CEFR (Common European Framework of Reference for Languages) to promote step-by-step learning.

Complete Learning System: Includes pre-class exercises, homework, and tests, making learning easier and more effective.

Our Curriculum Framework for Adults

Main Course:

Classic English (CE)

Professional Courses:

Business English

IELTS (Speaking)

Added-Value Courses:

Travel English

Free Talk & Practical Oral English

Grammar

Main Course: Classic English (CE)

CE is our flagship course, designed for students from zero to proficiency. It is benchmarked against international tests like IELTS, TOEFL, and TOEIC and is the choice for over 80% of our adult students.

CE System Structure:

16 Levels grouped into 6 Stages

8 Units per Level

6 Lessons per Unit (using a "2+1" model for teaching and review)

Total: 768 lessons covering 720+ life scenes.

CE Teaching Process (5 Steps):

Warming up: Stimulate interest with relevant questions.

New Phrase: Learn vocabulary and phrases with pictures.

Situational Dialog: Apply language in context.

Practice: Consolidate what was learned.

Review: Recap key words and patterns.

Content Design Highlights:

Situation-Based Teaching: Over 720 vivid real-life situations from greetings to business negotiations.

"Language Chunks" Learning: Focuses on learning fixed phrases and collocations

(e.g., "at last," "have fun doing"), which improves response speed and output quality.

Learning Outcomes by Level:

Level	CEFR	Stage Name	Learning Focus	Vocabulary / Chunks
L1-L3	A1	Basic English	Speak English without fear using basic daily language.	432 Vocab / 288 Chunks
L4-L6	A2	Survival English	Understand basic grammar and actively communicate in complex daily conversations.	288 Vocab / 432 Chunks
L7-L9	B1	Communicative English	Handle daily conversations and discussions with basically correct vocabulary and grammar.	288 Vocab / 576 Chunks
L10-L12	B2	Working English	Converse fluently and freely with multiple expressions and rich vocabulary.	288 Vocab / 576 Chunks
L13-L15	C1	Professional English	Communicate effectively with rich vocabulary, expressions, and fluent speech.	288 Vocab / 720 Chunks

Example of Proficiency Progression:

Beginner: "I like movies."

Elementary: "I like to watch movies."

Intermediate: "It depends. Sometimes, I am really into science fiction movies."

Advanced: "As for science fiction movies, I wouldn't go that far to say I like it, but I definitely don't hate it."

Professional Course: Business English

This course is designed to cultivate all-around business professionals, aligned with CEFR and BEC exam standards.

Five Major Highlights:

Benchmarking: Aligned with authoritative CEFR and BEC Exams.

Foreign Teacher Instruction: 1-on-1 oral practice in a pure English environment.

International Connections: Covers industries relevant to foreign trade (e-commerce, oil, automotive, etc.).

Skill Improvement: Teaches Communication, Business, and Writing skills using mind maps and clear visuals.

Business Workshop: The last lesson of each unit is a practical workshop simulating real business scenarios.

Professional Course: IELTS (Speaking)

This course is designed to help students achieve target scores of 5.5, 6.5, or 7.5 for study, immigration, or work.

Structure: Three stages (5.5, 6.5, 7.5), each with 72 topics (144 lessons) covering the entire IELTS question bank.

Focus: Each lesson builds skills in all four IELTS scoring criteria: Fluency & Coherence, Lexical Resource, Grammatical Range & Accuracy, and Pronunciation.

Features:

Pronunciation practice in every class.

Guidance on answering strategies.

Key vocabulary and "golden sentences" for high-scoring answers.

Practical exercises in a real examination environment.

Added-Value Courses

Travel English (60 Lessons): For Level 4 and above. Covers essential travel scenarios like booking flights, checking into hotels, asking for directions, and handling emergencies.

Free Talk (No Topic Materials): For Level 6 and above. Students can chat freely with a foreign teacher or bring their own topics for in-depth conversation.

Other Topic-Based Courses: A variety of short courses like "36 Strategies for English Improvement," "Complex Grammar Made Simple," and "Workplace Success Guide."

2. Good Learning System

Based on the Ebbinghaus Forgetting Curve, reviewing is essential for retention.

Our system creates a closed learning loop.

No learning loop = Just learned. A learning loop = Learned well.

The 51Talk Learning Loop

Preview Before Class: Prepare for the lesson.

1-on-1 Foreign Teacher Class: 25 minutes of high-frequency, interactive learning.

Review After Class: Reinforce knowledge with practice exercises.

Level Tests & Certificates: At the end of each level, students take a test and can receive a certificate from the 51Talk app.

3. Good Foreign Teachers

We have over 30,000+ highly qualified teachers.

Strict Screening (3% Pass Rate): Most hold bachelor's/master's degrees and TESOL certification.

Professional Training (100+ Hours): Training in second language acquisition and teaching skills.

Versatile and Enthusiastic: Skilled at creating an engaging atmosphere.

Super Valued: Filipino teachers offer a clear accent, no time difference, and affordable rates, enabling higher class frequency.

Two-Way Scoring System: Mutual ratings ensure accountability and high-quality teaching.

4. Good Classroom: The Air Class (AC) Platform

We invested over \$73 million to build our state-of-the-art learning platform.

Multi-Device Support: Use on Windows, Mac, iPad, or smartphones for learning anytime, anywhere.

Smooth and Stable: Ensures an uninterrupted, high-quality video experience.

Interactive Features: Includes tools for encouragement, interaction, and real-time translation.

Full Video Recording: Every class is recorded for students to review and playback.

5. Good Service

We provide dedicated support throughout the student's journey.

Course Consultant (CC): Handles pre-sales inquiries and creates personalized study plans.

Student Success/Class Mentor (SS/CM): Manages after-sales service, follow-ups, and renewals.

English Version (Markdown)

51Talk Curriculum for Kids: Product Knowledge

This document outlines the five core strengths of the 51Talk youth curriculum ecosystem.

The Five Pillars of 51Talk

1. ****Good Teaching Materials:**** The advantages, highlights, and design concepts of each textbook.
2. ****Good Learning System:**** How to ensure a closed learning loop for maximum effect.
3. ****Good Foreign Teachers:**** The advantages of 51Talk's teaching staff.
4. ****Good Classroom:**** The advantages of the Air Class learning platform.
5. ****Good Service:**** Support provided after enrollment.

1. Good Teaching Materials

Why Not Just Import Teaching Materials?

Imported teaching materials often have significant disadvantages for non-native online learners:

- * ****High Difficulty:**** They are designed for native language learners.
- * ****Wrong Format:**** More suitable for traditional offline schools, not online tutoring.
- * ****No Upgrades:**** It's impossible to update or adapt the material based on real student needs.
- * ****Lack of System:**** There is almost no systematic grammar instruction.

Advantages of 51Talk's Self-Developed Textbooks

Our commitment to independent research and development yields fruitful results.

- * ****Professional Team:**** Developed by a team with over 14 years of curriculum development experience.
- * ****Extensive Research:**** Over 100,000 hours of professional R&D.
- * ****Battle-Tested:**** More than 400 million lessons have been delivered and tested.
- * ****Aligned with Standards:**** Benchmarked against the ****CEFR (Common European Framework of Reference for Languages)**** to promote step-by-step learning.
- * ****Complete Learning System:**** Includes pre-class exercises, homework, unit & level tests, making learning easier and more effective.
- * ****Engaging Format:**** Uses H5 interactive courseware and videos to make learning enjoyable.

Our Curriculum Structure

- * ****Main Course:****
 - * Classic English Junior (CEJ)
- * ****Extended Courses:****
 - * New Concept English (NCE)
 - * Phonics
 - * Free Talk
 - * IELTS

Main Course: Classic English Junior (CEJ)

CEJ is a professional English curriculum system developed for young learners (ages 3-15) based on the CEFR. It aligns with international tests like Cambridge English and provides a clear, measurable growth plan. It comprehensively exercises students' listening, speaking, reading, and writing skills.

CEJ System:

- * ****Structure:**** 11 levels in total (Level S - Level 9).

- * **LS-L6:** 18 units per level, 8 classes per unit (144 classes/level).
- * **L7-L9:** 6 units per level, 8 classes per unit (48 classes/level).

CEJ Level Breakdown:

Stage	Level	Learning Content	Capability Achievement
Pre-Level	Level S	**Vocabulary:** 216 words. **Songs:** 18 theme songs. **Reading:** 36 stories. **Topics:** Body parts, family, etc.	Understand simple instructions, distinguish color & quantity in descriptions.
Level 0	Level 0	**Letters:** 26 letters. **Vocabulary:** 144 key words. **Sentences:** 144 sentences. **Topics:** Family, food, directions.	Develop interest in English, identify words and simple sentences.
Beginners	Level 1	**Phonics:** 26 letter sounds, 32 combinations. **Vocab:** 216 words. **Dialogues:** 108. **Reading:** 36 phonics stories.	Learn phonics, accumulate vocabulary, have simple conversations.
Level 2	Level 2	**Phonics:** 38 phonics rules. **Vocab:** 216 words. **Dialogues:** 108. **Reading:** 36 phonics stories.	Learn to think in English, strengthen situational dialogue, cultivate reading habits.
Level 3	Level 3	**Vocabulary:** 432 words. **Grammar:** 102 common patterns. **Dialogues:** 72. **Topics:** Sports, transportation.	Cultivate learning habits, improve communication and problem-solving.
Elementary Inter	Level 4	**Vocabulary:** 432 words. **Grammar:** 102 patterns. **Dialogues:** 72. **Reading:** 36 passages. **Topics:** Daily life, nature.	Develop ability to express emotions, improve social and logical skills.
Level 5	Level 5	**Vocabulary:** 432 words. **Grammar:** 128 patterns. **Dialogues:** 36. **Reading:** 72 passages. **Topics:** Eating habits.	Cultivate critical thinking, build cross-cultural awareness, understand reading styles.
Level 6	Level 6	**Vocabulary:** 432 words. **Grammar:** 97 patterns. **Dialogues:** 36. **Reading:** 72 passages. **Topics:** Literature, inventions.	Exercise multi-dimensional thinking, master reading skills, understand text types.
Intermediate	Level 7	**Vocabulary:** 253 words. **Grammar:** 6 points. **Topics:** 6 passage-based topics.	Accumulate rich vocabulary, understand different language materials.
Level 8	Level 8	**Vocabulary:** 252 words. **Grammar:** 5 points. **Topics:** 6 topics. **Reading:** 7 intensive passages.	Accumulate richer vocabularies, master more reading strategies.
Level 9	Level 9	**Vocabulary:** 252 words. **Word formation:** 6 types. **Grammar:** 2 points. **Topics:** 6 topics.	In-depth mastery of word formation, express opinions fluently.

Core Design Concepts: Fun and Fruitful

Fun (Liking to Learn)

1. **Gamification Activities:** Interactive games are integrated into pre-class, in-class (puzzles, etc.), and post-class activities.
2. **Fun Picture Book Style:** Colors and cartoon images are designed based on the preferences of each age group, with unique color schemes for each level to create an immersive experience.

Fruitful (Learning and Using)

1. **Independent R&D:** (As detailed above).
2. **Spiral Rise:** The same theme appears repeatedly across multiple levels, but with increasing depth and complexity. For example, the topic of "Food" evolves from learning names in songs (Level S) to discussing eating habits and cultures (Level 6).
3. **"3+1" Small Cycle:** Each unit has 8 lessons, forming two small cycles.

Every three lessons of new content are followed by one comprehensive review lesson to reinforce learning.

4. ****5-Step Teaching Method:**** Each class follows a proven structure: Warm-up, Presentation, Practice, Production, and Wrap-up.

Extended Courses

1. New Concept English (NCE)

* ****Summary:**** A rigorous and authentic course with 288 classes, written by a professional R&D team.

* ****Level:**** Suitable for students at CEJ Level 3 and above. Covers over 90% of junior high grammar points.

* ****Features:**** Simulates Asian-style test questions, uses a colorful and modern design, and covers nearly 100 topics relevant to children's lives.

* ****Structure:**** 4 stages, with 18 units each (72 lessons per stage). Each lesson covers vocabulary, grammar, text, and listening/speaking.

2. Phonics & Sight Words

* ****Target:**** Ages 3-9, CEJ Level 0 and above.

* ****Phonics (48 lessons):**** Teaches the 26 letter sounds and combinations to enable students to "read words when they see them."

* ****Sight Words (60 lessons):**** Teaches the 220 high-frequency words that don't follow spelling rules, laying a foundation for smooth reading.

3. Free Talk

* ****Target:**** CEJ Level 5 and above.

* ****Content (60 classes):**** Covers diverse subjects like mathematics, astronomy, history, biology, chemistry, and music to broaden students' knowledge through English.

2. Good Learning System

Why is a Learning Loop Needed?

Based on the ****Ebbinghaus Forgetting Curve****, we forget things quickly at first. Without review, we may only retain 34% of new information after one day. A learning loop ensures retention.

> ****No learning loop = Just learned. A learning loop = Learned well.****

The 51Talk Learning Loop

1. ****Preview Before Class:**** Interactive exercises on PC or APP to prepare for the lesson.

2. ****One-on-One Foreign Teacher Class:**** The core learning experience.

3. ****Review After Class:**** Gamified homework and exercises to reinforce knowledge.

4. ****Unit Tests & Level Tests:**** To measure progress and demonstrate mastery.

Class Booking

* Classes are 25 minutes long and can be booked up to 14 days in advance, providing flexibility.

Open Classes

* ****What they are:**** One-to-many online live classes to expand knowledge.

* ****Topics:**** Fun Reading, International Phonetic Alphabet, Sight Words, Nursery Rhymes, Phonics Stories, and The Amazing World.

* ****Benefits:**** Expand cultural knowledge, experience peer learning, and improve special skills.

3. Good Foreign Teachers

We have over **30,000+** highly qualified teachers.

1. **Strict Screening (3% Pass Rate):**
 - * Nearly 93% have bachelor's degrees; over 7% have master's degrees.
 - * Many graduated from famous universities, specializing in education.
 - * Most hold a TESOL teaching qualification certificate.
2. **Professional Training (100+ Hours):**
 - * A comprehensive training system covers child psychology, second language acquisition, and teaching skills. Teachers progress through levels from Newly-Qualified to Master Teacher.
3. **Versatile and Enthusiastic:** Teachers are skilled at creating a fun and engaging atmosphere.
4. **Super Valued:** Filipino teachers offer a significant advantage over North American teachers:
 - * **Accent:** English is an official language in the Philippines, ensuring a standard, clear accent.
 - * **Time Zone:** No or minimal time difference, allowing for convenient class scheduling.
 - * **Cost:** 3-4 times more affordable, enabling higher class frequency.
5. **Two-Way Scoring System:** Students and teachers rate each other, ensuring high-quality teaching and accountability.

4. Good Classroom: The Air Class (AC) Platform

We invested over **\$73 million** and 6 years of development by a top global tech team to build AC.

Advantages of Air Class

- * **Smooth and Stable:** Ensures an uninterrupted learning experience.
- * **Multi-Device Support:** Use on Windows, Mac, iPad, or smartphones.
- * **Interactive Teaching:**
 - * **Encouragement:** Teachers can award virtual stars.
 - * **Fun Features:** Magic expressions and video stickers make class fun.
 - * **AI Technology:** Face and speech recognition features enhance learning.
- * **Playback & Translation:**
 - * **Full Recording:** Every class is recorded for review.
 - * **Bilingual Translation:** Real-time translation ensures barrier-free communication.

5. Good Service

We provide dedicated support to ensure student success.

- * **Return Visit Services:** We conduct regular follow-ups at different stages to review learning, create study plans, and provide suggestions for improvement.

> 激情人生，终身学习，拥抱变化，真情关爱，成就客户

> (A life of passion, lifelong learning, embracing change, sincere care, and enabling customer success)

>

> **Jiayou! (加油!)**

> **بالتوفيق! (加油!)**

This document outlines the core principles of learning English for young students, focusing on three key questions:

Importance: Why is it necessary to learn English?

Urgency: Why should learning start as soon as possible?

Effectiveness: How can one learn English effectively?

1. Importance (Why Learn English?)

Learning English is crucial for a child's holistic development and future success.

Key Benefits:

Mental Development: Language is the gateway to knowledge. It is a tool for thinking, expressing emotions, and recording thoughts.

Bilingualism vs. Intelligence: Engaging with a second language enhances cognitive abilities.

Self-confidence and Independence:

Character: Language teaching helps build positive character traits.

Teaching Method: We guide children from initial interest to independent learning.

Social Skills: Builds confidence and improves social interaction.

A Tool for Growth: English broadens horizons, exposes learners to new cultures and knowledge, and enriches their lives.

School Academic Record:

English proficiency is indispensable for school admissions, competitive school selection, and studying abroad.

Emigration and Study Abroad: Strong English skills are a prerequisite for families considering moving or studying internationally.

Future Career: In a growing number of fields, English is an essential basic skill.

Workplace advantage: Crucial for communication, promotion, and working in both local and international enterprises.

2. Urgency (Why Learn English as Soon as Possible?)

The timing of when a child starts learning a new language is critical for their success.

Why Learn Early?

Language is an Instinct: Young children acquire language naturally.

The Earlier, The Better: The best time for children to be exposed to a new language is from 0 to 6 years old, when their ability for unconscious language acquisition is at its peak.

Cognitive Growth: As language levels improve, cognitive abilities develop accordingly.

Avoid Resistance: The later a child starts learning English, the more likely they are to develop resistance to it.

Development of Language Nerve Centers: The brain's capacity for language is most active during early childhood.

The "Sensitive Period" for Language Learning

Every child has a "sensitive period" for different skills (walking, music, math, language). Forcing learning before this period is futile, and delaying it can impact development.

Language Sensitive Period: 0-6 years old.

Grammatical Structure Sensitive Period: Before 7 years old. If children are not immersed in English before this age, their grammatical sensitivity is unlikely to reach the level of native speakers.

The Brain's Role in Language

Wernicke's Area (Right Brain): This is the auditory and visual language center, responsible for language understanding ("input").

Broca's Area (Left Brain): This is the motor center for language, responsible for pronunciation and speech ("output").

The golden period for the development of this area is from 2-6 years old. It effectively closes around age 12.

Summary of Early Learning Advantages

Cultivate Interest: Start with listening and speaking, learning through play.

Less Interference: Young children's "language self-esteem" hasn't formed, so they are less disturbed by their mother tongue's patterns.
Strong Ability: They have strong memory and imitation skills, leading to high learning efficiency.
Flexible Pronunciation: Children's pronunciation organs are more flexible, making it easier to acquire native-like sounds.
Conclusion: The best time for children to learn English is before the age of 12.

Four Stages of English Learning

Silent Period: Similar to learning a mother tongue, children need a period of "listening" before they start speaking.
Grammar Interference Period: It's natural to make mistakes when getting used to the rules of a second language. This is a necessary stage.
Curve Rising Period: Speaking English daily doesn't mean mastery. This stage proves a certain level of oral learning has been reached.
Improvement Period: At this stage, the improvement of a child's English level may seem to slow down, which is a normal part of the learning curve.
3. Effectiveness (How to Learn English Correctly?)
Traditional methods of learning often lead to common problems.

The Problem with Traditional Learning

Aspects: Focuses on Listening, Speaking, Reading, and Writing, but often ineffectively.
Common Issues ("Mute English"):
Fear of speaking
Mispronunciation and local accents
Delayed or unnatural oral responses
Inefficient Traditional Methods
Who (Local Teachers): Limited capacity, non-native English thinking, and potential accent problems.
How Many (Group Teaching): No personalized teaching, less opportunity to speak, and errors are not corrected in time.
How to Achieve (Rote Memorization): Boring, hard to stick with, easy to forget, and an inability to use the language practically.
The 51Talk Solution: The Communicative Teaching Method
51Talk solves these problems with a method built on three core pillars:

Pure Foreign Teachers

One-to-One Classes
High-Frequency Learning
In-Depth Look at the 51Talk Method:
01. Pure Foreign Teachers

Creates a pure, native English language environment.
Foreign teachers provide positive encouragement and two-way scoring to build confidence.
02. One-to-One

Unlike large classes where children rarely speak, one-to-one ensures constant interaction.
Students organize feedback in English more quickly, helping to build a natural sense of the language.
The foreign teacher gives 100% attention, the child speaks for at least half the class time, and any problem is corrected instantly.
03. High Frequency

The most crucial key to language learning is the frequency of real contact with the language.
Consistency is better than cramming: Half an hour a day, seven days a week, is far more effective than two hours once a week.
51Talk students attend classes more than 20 times a month on average, ranking first among all language training institutions.
25-minute classes for listening, speaking, reading, and writing in a real English immersion environment.

Final Summary

Why Learn (Importance) Why Learn Early (Urgency) How to Learn
(Effectiveness)

â ¢ Intellectual Development â ¢ Development of language nerve center Pure
Foreign Teachers

â ¢ Self-confidence & Independence â ¢ Cognitive and language level growth
One-to-One

â ¢ Academic Needs â ¢ Mother tongue thinking is less rigid High Frequency

â ¢ Emigration & Study Abroad

â ¢ Future Employment

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(A life of passion, lifelong learning, embracing change, sincere care, and
enabling customer success)

Jiayou! (å\$ æ²¹!)

This mind map illustrates the different courses offered for adults.

Main Course

Structure: 16 Levels, 48 classes per level

Skills: Listening, Speaking, Reading, Writing

Business English

Structure: 3 stages

A2: 48 classes

B1: 60 classes

B2: 60 classes

Travel Course

Structure: 60 classes

Content: Focuses on situations used in traveling

36 Tips for Improving English

Structure: 36 classes

Content: Teaches how to improve the language

Practical Oral English

Structure: 60 classes

Content: Focuses on commonly used topics

Grammar

Structure: 5 Units, 30 classes

Content: Teaches grammar basics

How to Get Free Classes for Employees

This guide explains the process for 51Talk employees to claim their monthly free classes.

Step 1: Register a Student Account

Download the 51Talk app from the Google Play Store or Apple App Store.

Sign up for a new account using your Egyptian phone number.

Step 2: Find Your Student ID

You can find your Student ID in the CRM system by following these steps:

Go to the Student List menu.

Search for your account using the mobile phone number you registered with.

Your Student ID will be displayed in the search results.

Step 3: Apply for the Free Classes in the CRM

To activate your free classes, you must apply through the CRM domain.

Log in to the CRM system here: crm.51talk.com/admin/main.php

From the main menu, navigate to Sales Management > Personal Information.

Fill in the required data, including:

Your phone number.

Your Student ID. (Warning: Enter your Student ID carefully. Once submitted, it cannot be changed).

First, click Submit to save your personal data.

After saving, click on Apply for complimentary classes to activate your free lessons.

Step 4: Rules for Free Classes

Entitlement: Employees can receive 8 free classes per month.

Activation Timing: Classes are effective from the 1st to the 26th of each month.

If you apply for classes during the current month, they will become active starting from the 1st of the next month.

No Rollover: Free classes do not accumulate or roll over to the next month.

Permanent Student ID: The Student ID linked to your employee account for free courses cannot be modified once it is submitted.

Eligibility: Employees who have purchased a regular, paid class package are not eligible to receive the 8 free monthly classes.

Expiration: Unused free classes will expire at the end of each month.

Termination of Employment: The free class benefit is automatically canceled when an employee leaves the company, and any unused courses will be cleared from the account.

How to Prepare a Lesson Plan

This guide outlines the essential steps and components for creating an effective lesson plan.

1. What is a Lesson Plan?

A lesson plan is a set of notes that helps a teacher think through what they are going to teach and how they are going to teach it.

2. Why is Lesson Planning Necessary?

Before the lesson: It helps organize thoughts and materials.

During the lesson: It provides a clear roadmap and structure.

After the lesson: It serves as a basis for reflection and improvement.

3. Components of a Standard Lesson Plan Template

Title & Date: e.g., "Lesson Plan: Level 0-Unit 1, June 15, 2025"

Grade Level: Clearly state the target audience's characteristics (needs, English proficiency, age, cognitive level). For example, children aged 7-9 have short attention spans and need encouragement.

Teaching Key Points & Difficulties:

Key Points: The basic knowledge and skills students must master. This is the main teaching content.

Difficulties: The content that is challenging for students to master and requires repeated practice, often connecting old knowledge with new.

Objectives (Using the SMART Principle):

An objective should be Specific, Measurable, Achievable, Relevant, and Time-bound.

Vague goal: "Students will learn about family members."

SMART goal: "By the end of this unit, 90% of students will be able to read the words accurately and introduce family members using the target sentence patterns."

Materials & Prep: Detail what is needed (e.g., flashcards, real objects, interesting props).

Timeline: Break down the lesson minute-by-minute (e.g., for a 25-minute class with 20 pages, aim for ~1 minute per page).

Teaching Procedures:

Presentation, Practice, Production (PPP) Model is often used.

Typical 5-Step Procedure:

Warm-up & Lead-in

Presentation

Drills

Practice

Production

Teaching Reflection: After class, the teacher should reflect on what went well and what could be improved.

4. Teaching Reflection Questions

After a lesson, a teacher should ask themselves:

Did the teaching go as planned? If not, why?

Were the teaching objectives achieved?

Which concepts were difficult for students?

How did the students react to the content?

If I were to teach this again, what adjustments would I make?

This guide helps teachers structure their thoughts and ensure a well-organized and effective learning experience for their students.

This mind map illustrates the different courses offered for children.

Main Course

Structure: 11 Levels

Skills: Listening, Speaking, Reading, Writing

NCE (New Concept English)

Structure: 72 Units

Content: Vocabulary, Grammar, Text (Reading), Listening & Speaking

Travel Course

Structure: 60 classes

Content: Focuses on situations used in traveling

Recommended Level: L4 and above

IELTS Speaking

Structure: 3 Stages (144 classes each)

Target Score 5.5

Target Score 6.5

Target Score 7.5

Recommended Level: L4 and above

Free Talk

Structure: 60 classes

Content: Covers a variety of different topics

Recommended Level: L4 and above

Phonics

Structure: 8 Units, 48 classes

Content: Teaches letter sounds

Recommended Level: L0 and above

This document outlines the service process for handling new and existing students, focusing on the key stages of their learning lifecycle and the Standard Operating Procedures (SOPs) for a Class Mentor (CM) or Student Success (SS) manager.

1. The Learning Life Cycle of Paid Students

The student journey is divided into several key periods, each with a specific service focus.

Timeline Overview:

New Student Period: From the 1st payment date until the end of the following full month.

Example: If a student pays on Feb 15, the new student period lasts until March 31.

1st Month Upgrade: An opportunity for students to upgrade their package after their first 30 days if they've attended 12+ classes.

Upgrade Period: Begins when the student's remaining credits are lower than 24 OR the package validity is less than 60 days.

Continuous Learning/Expiring Duration Period: The main period of the student's package.

Eve of Expiration: The period just before the package expires, focusing on renewal.

Overview of Service SOPs by Period

New Student Period: Focus on Service (building trust, setting habits).

Upgrade Period: Focus on Service + Upgrade (showing results, selling more classes).

Continuous Learning Period: Focus on Service + Renewal (reporting achievements, solving problems, renewing).

Eve of Expiration: Focus on Service + Renewal (planning for the future, renewing).

2. SOP for the New Student Period

Goal: To fully establish a trust relationship with the students/parents, establish a professional learning consultant image, familiarize them with the 51Talk learning process, establish correct English learning habits, and pave the way for future upgrades/renewals.

Key Service Touchpoints & Definitions

1st Call After Buying: A call (≥ 120 s) made within 48 hours of the student being assigned to a CM.

Orientation Class: An introductory session for parents, conducted with the CM.

Call After the 1st Class: A call (≥ 120 s) made within 48 hours of the student completing their first paid 1v1 class.

Call After 4 Classes: A call (≥ 120 s) made within 48 hours of completing the 4th paid 1v1 class in the first month.

Call After a Unit: A call (≥ 120 s) made within 48 hours of completing the 8th class of the first unit.

Book Classes / Recommend & Collect Teachers: Actively help students book courses and find favorite teachers.

Visualization of Learning Effects: Communicate the student's progress (classroom performance, diagnosis results) to parents to build confidence.

Ask for Referral Leads: Promote the referral program to bring in new students.

The SOP Task List

This is a tool used to track service tasks. It appears on the student's detail page and must be completed within 48 hours to be counted.

! : Unfinished

√: Finished

X: Expired

3. Detailed Service Content for the New Student Period

A. 1st Call After Buying

Preparatory Actions:

Understand the student's basic information.

Understand the purchased package details.

Check if they have booked a course or collected teachers.

Process Essentials & Objectives:

Prologue: Greet, introduce yourself, and establish trust.

Package Confirmation: Confirm class quantity and usage rules.

Student Information: Check name, age, grade, character, etc.

Learning Needs: Understand their current English learning situation.

Learning Plan: Set objective levels, explain rules, and instill correct learning concepts.

Orientation Class: Schedule the introductory session.

Assist in Class Booking: Guide them on booking classes and recommending teachers.

Add on Line/WhatsApp: For easy communication and information sharing.

Ask for Referral Leads: Introduce the referral program.

B. Call After the 1st Class

Preparatory Actions:

View the video replay of the class.

Check their booking habits (fixed teacher/time).

Check if they did the preview and review.

Process Essentials & Objectives:

Prologue: Strengthen the trust relationship.

Ask for Feedback: Inquire about the child's feelings after the first class.

Address Doubts: Professionally handle any concerns (e.g., nervousness) and highlight positives (e.g., good interaction).

Study Suggestions: Emphasize the importance of preview/review and consistent class attendance (e.g., four classes per week).

Pave for Upgrade: Introduce the scholarship/upgrade mechanism.

Ask for Referral Leads: Mention rewards for referrals.

C. Call After 4 Classes

Objective: Reinforce good study habits and demonstrate early progress.

Process:

Learning Progress Feedback: Discuss the completion of the first four classes.

Learning Content Summary: Summarize the themes, vocabulary, and grammar covered.

Basic Learning Feedback: Check on preview/review habits and classroom confidence.

Review What Has Been Learned: Ask the student to read words/sentences to check retention.

Learning Idea Output: Explain the "Ebbinghaus forgetting curve" to highlight the importance of frequency.

Leave Homework: Assign simple practice (reading, dialogue) and ask for feedback via communication tools.

D. Call After a Unit (8th lesson)

Objective: Solidify unit learning and introduce diagnostic tools.

Process:

Review & Answer Questions: Discuss the student's learning and answer parent's questions.

Unit Content Summary: Recap the unit's topics, vocabulary, and grammar.

Unit Content Review: Lead the student in a quick review.

Unit Diagnostic Reminder: Ensure the parent knows about and completes the unit test.

Learning Idea Output: Explain the "learn, practice, measure" closed loop.

Learning Plan Making: Plan for the next unit and provide suggestions based on the diagnostic results.

Feedback on Diagnosis: Analyze wrong answers and provide practice materials.

E. Call After the First Month

Preparatory Actions:

Check textbook suitability, preview/review habits, teacher feedback, and class frequency.

Review knowledge learned this month and the focus for next month.

Process Essentials & Objectives:

Learning Overview: Summarize the month's progress and content.

Review Content: Lead the child in a review of core words and grammar.

Problem Solving: Address any learning challenges (vocabulary, grammar).

Feedback & Plan: Give suggestions based on the system's data and plan for the next month.

Upgrade & Referral: Follow up on scholarship opportunities and ask for

referrals.

4. SOPs for Other Lifecycle Periods

A. 1st Month Upgrade

Condition: Available to students who attend 12 or more classes in their first 30 days.

SOP:

Effect Externalization: Show the parents tangible results.

Repeated Thought Implantation: Instill the value of high-frequency learning using 51Talk's tools (3+1 cycle, open classes, etc.).

Dig Needs: Uncover the student's long-term learning goals.

Recommend Package: Suggest a suitable upgrade package based on promotions.

Objections Handling: Solve any issues related to the platform, teachers, etc.

Try to Close a Deal: Secure the payment for the upgrade.

Ask for Referral Leads.

B. Upgrade Period (General)

Goal: To achieve upgrade sales targets by providing quality service and showing results.

SOP: The process is identical to the "1st Month Upgrade" SOP.

C. Continuous Learning Period (Renewal)

Goal: To achieve renewal sales targets by maintaining service quality.

SOP:

Service Calls: Make regular, proactive calls to check in.

Report on Learning Achievements: Provide monthly/quarterly progress reports.

Help Customers Solve Problems: Actively address any issues.

Recommend Renewal Package.

Try to Close a Deal.

Ask for Referral Leads.

D. Eve of Expiration (Renewal)

Goal: To achieve renewal targets by creating a vision for future learning.

SOP:

Study Plan: Create a detailed plan for the next level, outlining advanced skills the child will gain.

Visualization of Learning Effects: Show progress and paint a picture of future success.

Recommend Renewal Package (approx. 60 days before expiration).

Try to Close a Deal.

Ask for Referral Leads.

5. Key Tools and Functions for Student Management

Fixed Teacher Function: An automated scheduling system that assigns a teacher to a specific time slot each week. This ensures consistency in timing for the student.

Why use it? Provides stability, improves performance, simplifies scheduling, and supports long-term planning.

Student Profile Management: Tools for the CM to manage the student account.

Freeze account.

Create problem tickets.

Book/cancel classes.

Modify level, material, and class content.

WhatsApp Groups and AI Support:

AI Support: Automated reminders for classes, previews, and unit tests. Also used for booking/canceling classes.

Jiayou! (加油!)

1. Work Schedule & Attendance

Work Time Zone

Sunday to Thursday: 12:00 PM – 9:00 PM

Saturday: 12:00 PM – 4:00 PM

Punctuality

Lateness is counted starting from the second minute of the scheduled start time.

Cash penalties for late arrivals apply:

First time: 100 EGP

Second time: 200 EGP

Third time: 500 EGP

Being late for more than one hour without a valid emergency reason will result in a 500 EGP deduction per occurrence.

If an employee is late more than three times a month, a warning letter may be issued.

Break Times

Sunday to Thursday:

First Break: 2:45 PM – 3:00 PM

Second Break: 5:00 PM – 6:00 PM

Saturday:

Break: 1:45 PM – 2:00 PM

2. Leave Policy

How to Request Leave

Send an email to your Line Manager and Team Leader.

Add the following contacts in CC: lorraine.luoyuelan@51talk.com, yzeina@51talk.com.

The email content should mention the reason. For sick leave, a sick note must be attached.

Types of Leave

Sick Leave: Must be requested on the same day.

Annual Leave: Available after 6 months of employment. Must be requested at least one month in advance.

Emergency Leave: Available after 6 months of employment.

Unpaid Leave.

Email Subject Formats

Annual Leave: Annual Leave Request - [Employee Full Name] - [Number of Days Off]

Emergency Leave: Emergency Leave Request - [Employee Full Name] - [Number of Days Off]

Sick Leave: Sick Leave Request - [Employee Full Name] - [Number of Days Off]

Unpaid Leave: Unpaid Leave Request - [Employee Full Name] - [Number of Days Off]

3. Payment & Bonuses

Payment Schedule

Salaries: Paid on the 30th of each month (month-end).

Commissions: Paid on the 20th of each month.

All payments follow standard banking timelines.

Referral Bonus Program

How it Works: Refer qualified candidates to the HR team.

Payment Conditions:

First Bonus: Paid after the new hire completes the training program.

Second Bonus: Paid after the new hire successfully completes their probation period.

Position Level	Bonus After 1 Week (EGP)	Bonus After 3 Months (EGP)
Regular Positions	1,000	2,000
Team Leader (TL)	1,500	3,000
Senior Manager (SM)	2,000	4,000

Restrictions:

HR team members and hiring managers are not eligible.

The referring employee must still be employed at the company when the bonus is paid out.

In case of duplicate referrals, the bonus goes to the first person who submitted the referral.

4. General Company Rules

Punctuality: Ensure punctuality and log attendance accurately.

Confidentiality: Do not disclose internal or work-related information (including

salary) with external parties. Unauthorized sharing of data is grounds for termination.

Anti-Harassment: All forms of harassment (verbal, physical, psychological) are strictly prohibited.

Long Leave: Submit requests for long annual leaves at least one month in advance.

5. Communication Tools

Lark / Lark Business: For communication and video meetings.

Alimail

LinkedIn: 51Talk Headquarters: Posts | LinkedIn

This guide explains the company's referral strategies, focusing on the "Check-In" activity designed to encourage customers to share their positive experiences on social media in exchange for rewards.

1. The Importance of Referrals

Referrals are a top priority for the business because they demonstrate that customers are happy with the learning experience and results.

The referral channel is a low-cost method for acquiring new customers.

2. Two Main Referral Strategies

There are two primary methods for generating referrals:

A. The Narrow Way (Direct Approach)

This involves directly asking customers for referrals.

Referral First Call: Ask for referrals immediately after a new customer has paid for their package, when their excitement is highest.

Monthly Messages: Send SMS reminders at the beginning of each month to inform paid users about special referral gifts and promotions.

B. The Broad Way (Social Media Sharing)

This strategy encourages customers to act as brand advocates on social media.

Check-In Activity: After a customer pays, ask them to participate in a "Check-In" by sharing pre-made content on social media to earn free classes.

Community Events: Organize offline events to build community and encourage word-of-mouth referrals.

3. The "Check-In" Activity in Detail

The "Check-In" is a key activity for generating widespread referrals.

How it Works:

A customer shares promotional content in their social media groups (e.g., WhatsApp, Snapchat).

The content must include their unique referral link.

They take a screenshot of their post and upload it to the 51Talk app.

A CM (Course Consultant) or EA (Enrollment Advisor) verifies the post and approves the reward.

Rewards:

First Time: The customer receives 3 free 1-on-1 classes.

Weekly: Customers can repeat the check-in weekly to receive 1 free class each time (up to 48 free classes per year).

Employee Role (CM/EA):

When to ask:

EA: Ask customers to do it right after they upgrade or renew.

CM: Ask existing users (after their first month) to help increase their class consumption.

Where to find it: The Check-In approval section is available in the internal system.

4. Best Practices for Getting Referrals

A. Categorize Your Students

Focus your efforts by classifying students based on their potential to provide referrals:

V (VIP): Students with good class consumption, great learning results, and parents who are influential and easy to communicate with. These are your top priority.

G (Good): Students with average consumption and results. Still good candidates.

N (Normal): Students with lower engagement. Continue to provide good service, but do not push them for referrals.

B. Key Tips for Success

Service First, Referral Second: Always prioritize providing excellent service and solving customer issues. Build trust before asking for a referral.

Ask for Multiple Leads: Instead of asking for just one referral, ask for a few. This increases your chances of getting a high-potential lead.

Work with the Parent: After a parent gives you a list of friends, ask them to help you identify which ones are most likely to be interested. Encourage the parent to make the initial contact.

C. What the Customer Sees in the App

Referral Tracking: Customers can use the app to track the status of their referrals (e.g., if they took a trial class or paid).

Reward Redemption: Customers can claim their rewards for successful paid referrals directly from the app.

This document provides an overview of the new task-based workbench for Course Consultants (CMs) and explains how to use its features.

1. Overview of the New SCRM Workbench

Key New Features

Task-Based Workflow: The new workbench is centered around tasks. Each day, CMs will receive a list of SOP (Standard Operating Procedure) tasks to complete sequentially.

Improved Student Information Display: Student information is now clearly organized and easy to access, allowing teachers to quickly find key details.

Upcoming Features (in development)

Automatic Task Completion: In the future, tasks like phone calls will be automatically marked as complete once finished, eliminating the need for manual completion.

Rest Day Integration: The system will be configured with each area's rest days, ensuring no tasks are assigned on those days.

Advanced Reporting: Official reports for Team Leaders (TLs), Managers, and other roles to check SOP completion will be launched. (A simplified dashboard is currently available).

Team-Based Student Views: Managers and TLs will be able to filter and view students belonging to their specific teams.

AI-Powered Oral Assessments: The system will feature AI that can automatically generate oral assessment reports for students.

2. How to Process SOP Tasks

A. Processing Active Tasks (within the valid period)

View Tasks: The task list displays "All To-Do" and "Due Today" tasks.

Expand Student Details: Click "Expand" to view comprehensive student information:

Basic Information: Includes teacher-focused details like the student's free time, school type, learning goals, and hobbies.

Learning Situation Data: Shows key performance indicators (see section 4 for details).

Course Schedule Information: View class records in daily, monthly, or annual views.

Oral Test Data: Tracks unit assessment status ("to be evaluated" vs. "completed") and displays evaluation reports.

Access Task Aids: Use the following tabs to help complete your task:

Materials: Contains pictures, texts, and videos to send to parents (can be copied/downloaded).

Scripts: Provides reference scripts and mind maps for calls with parents.

Tools: Direct links needed for tasks, such as a form for collecting foreign teacher feedback.

Contact Parents: Click the "WhatsApp" icon to open a chat with the student's parent directly.

Complete the Task: After finishing, click "Force Completion". The task will move to the "Historical Tasks" list with a "Completed" status.

B. Processing Overdue Tasks

Overdue Status: Tasks not completed within their valid period (e.g., 48/72 hours) will be marked as "Overdue".

Auto-Closure: Overdue tasks that are not completed within 24 hours of becoming overdue will be automatically closed and cannot be processed further.

C. Task Rules and Management

Task Generation: Tasks are generated daily at 7:00 AM (Beijing time). They are sorted by priority (e.g., first call > first lesson > first month).

Filtering: You can filter tasks by SOP type or search for a specific student to prioritize your work.

Task Lists:

To-Do List: Shows active and overdue tasks that can still be processed.

Historical Tasks: Shows all completed tasks, including those completed on time, late, or closed automatically.

3. Searching for Students

To view details for any student, use the "Student Management" list.

Note: This section currently uses the old CRM interface. A new, fully integrated student list is being developed.

4. Data Indicator Definitions

Note: The following data statistics are for 1-on-1 foreign teacher courses only.

Indicator	Calculation Method
-----------	--------------------

Task Time	The time window from when a task is issued until its valid period ends.
-----------	---

Completion Time	The actual time a task was marked as complete.
-----------------	--

Number of Classes Attended	The total number of classes with an "end" status.
----------------------------	---

Remaining Class Cards	The number of classes remaining in the student's active package.
-----------------------	--

Valid Period	For students with multiple packages, this shows the latest expiration date.
--------------	---

Renewal Times	The number of times a student has purchased a course after their first purchase.
---------------	--

Upgrade	Indicates if a student purchased a full-price course during their "upgrade period" (the first two natural months after the initial purchase).
---------	---

Renew	Indicates if a student purchased a full-price course outside of the "upgrade period".
-------	---

Latest Class Time	The date and time of the last class that had an "end" status.
-------------------	---

Completed Last Month	The number of classes completed in the previous calendar month.
----------------------	---

Completed This Month	The number of classes completed in the current calendar month.
----------------------	--

Completion Rate of Preview	$(\text{Previews completed this month}) / (\text{Previews unlocked this month})$.
----------------------------	--

Unit Test Completion Rate	$(\text{Unit tests completed}) / (\text{Unit tests available to be completed})$.
---------------------------	---

Unit Test Accuracy Rate	$(\text{Correct answers in completed unit tests}) / (\text{Total questions in completed unit tests})$.
-------------------------	---

This guide explains how to use the VOIP (Voice over Internet Protocol) calling system integrated into the SS workstation. It covers two calling methods, the automatic routing logic, and upcoming features.

1. Getting Started (Plugin Installation)

For the best performance, it is highly recommended to install the 51 Voice Call Chrome extension.

How to Install the Plugin:

Go to the Chrome Web Store: [51 Voice Call Download Link](#).

Click "Add to Chrome".

When prompted, click "Allow mic" to grant microphone access, which is essential for the system to work.

The plugin will be enabled automatically.

2. How to Make Calls

There are two primary ways to initiate a call from the SS workstation.

Method 1: Direct Calling from the Interface

Click the "Voice Call" button:

If you have the plugin installed: The plugin will launch and dial the user's primary number directly.

If you do not have the plugin: You will be redirected to a browser-based calling page.

Use the Yellow Call Icon for more options:

Clicking the yellow call icon opens a pop-up showing the user's Main Phone Number and Backup Phone Number.

You can select which number to call.

How to Add a Backup Number:

In the Smart SS System, go to the student's details page.

Click the edit button for "Backup Contact".

Enter the backup number and click "Confirm".

Refresh the page; the new number will now appear as an option.

Method 2: Plugin-Based Calling

This method is automatically used when the plugin is installed. Clicking the "Voice Call" button will directly trigger the plugin for a smoother and faster calling experience without needing to navigate a separate browser page.

3. How the System Routes Calls (VOIP vs. Phone)

The system automatically decides the best way to connect your call.

The call will be a VOIP call if ALL of these conditions are met:

The student's 51Talk app supports VOIP.

The student is currently logged into the app.

The student answers the incoming VOIP call within the time limit.

The call will automatically switch to a regular phone call if ANY of these conditions are met:

The student's app does not support VOIP or they are not logged in.

The student declines or does not answer the VOIP call.

The countdown timer runs out before the call is answered.

This switch happens seamlessly with no manual action required from you.

4. Upcoming Enhancements & New Features

VOIP Call Countdown: A 59-second countdown timer will be displayed during a VOIP call attempt. If the user does not answer within this time, the system will automatically switch to a traditional phone call.

UI Optimization: The calling interface and status messages will be improved to provide a clearer user experience.

This document outlines the curriculum for the Classic English course for adults. The program is structured into five proficiency stages, from Beginner (A1) to Advanced (C1), each designed to build specific language skills.

1. Beginner (A1)

Levels Covered: 1, 2, 3

Learning Outcomes: Upon completion, learners can:

Handle basic daily conversations (e.g., buying necessities, asking for directions, telling time).

Read and write simple notifications and postcards.

Understand short, simple stories with the help of pictures.

Express themselves using basic vocabulary and sentence structures.

Key Topics Covered: Greetings & Introductions, Numbers & Time, Daily Routines, Food & Shopping, Family & People.

2. Elementary (A2)

Levels Covered: 4, 5, 6

Learning Outcomes: Upon completion, learners can:

Manage common everyday tasks such as shopping, using the post office, or opening a bank account.

Use public transportation effectively.

Understand the main ideas of simple TV broadcasts, news headlines, and short work-related emails.

Write short articles about daily activities, personal preferences, and family.

Key Topics Covered: Making Phone Calls, Health & Sickness, Hobbies & Pastimes, Travel & Directions, Booking & Ordering (flights, hotels), Work & Jobs, Food & Clothing.

3. Intermediate (B1)

Levels Covered: 7, 8, 9

Learning Outcomes: Upon completion, learners can:

Communicate with fluency in most everyday situations.

Discuss various topics, describe personal feelings, and make friends.

Travel independently (e.g., book hotels and tickets, understand tour guides).

Read product instructions and understand the general meaning of English articles.

Key Topics Covered: Making Friends, Describing Places (hometown, neighborhood), Travel & Destinations, Sharing Personal Experiences & Stories, Discussing Books & Movies, Expressing Opinions & Emotions.

4. Upper Intermediate (B2)

Levels Covered: 10, 11, 12

Learning Outcomes: Upon completion, learners can:

Use English effectively for most professional communication needs.

Participate actively in work meetings, give presentations, and handle unprepared conversations.

Understand and write work-related documents like emails and meeting minutes.

Quickly grasp the main ideas of complex articles and reports.

Key Topics Covered: Professional Communication & Teamwork, Health & Wellness, World Cultures & Customs, Life Goals & Career Development, Environmental Topics, News & Current Events.

5. Advanced (C1)

Levels Covered: 13, 14, 15

Learning Outcomes: Upon completion, learners can:

Communicate with ease, spontaneity, and near-native fluency.

Confidently handle business negotiations, academic seminars, and complex discussions.

Understand English-language TV and movies, including idioms and slang.

Study at a university level in English and write complex, well-structured reports and papers.

Key Topics Covered: Complex & Abstract Discussions (e.g., social responsibility), Advanced Topics in Business, Science, and Technology, Critical Thinking & Analysis, Media & Advertising, Personal & Professional Development.