

# THE McGUIRE PROGRAMME

recovering stammerers helping others who stammer



Do you **STAMMER?**  
We can help!

We are the only programme owned & run by people who have stammered and are now striving to achieve eloquent speech

Twelve years of coaching champions in the  
**'SPORT OF SPEAKING'**

**Our Goal is for You to become an Eloquent Speaker**

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## Welcome to the McGuire Programme

### ***OUR GOAL IS FOR YOU TO BECOME AN ELOQUENT SPEAKER***

The McGuire Programme is a holistic and multi-faceted programme dealing with the whole person, as opposed to concentrating only upon the mechanics of speech. The programme provides a technique to physically overcome the speech blocks and challenging words. It teaches an understanding of the physiology and psychology of stammering as well as encouraging self-acceptance **as a recovering / recovered stammerer**.

The Programme assists individuals to overcome the fear of speaking by concentration, assertiveness and non-avoidance techniques. It explains about relapse and how to deal with it, should it occur. It runs workshops to challenge and change the lifelong negative traits associated with stammering.

The Programme recognises that the behavioural change required to overcome stammering does not occur overnight. Therefore graduates are encouraged to return to future courses to enable this change to occur. Through this experience they become empowered by coaching others, in addition to helping their own recovery.

Overcoming a lifetime of stammering, and the emotional baggage that has accumulated over the years, is tough. We understand the effort that is needed and lend support throughout the course. You will not be asked to do anything that we are not prepared to do ourselves.

For so many past graduates of the Programme, the positive energy generated on our courses has filtered into other areas of their lives. Once you can speak with the freedom you desire, there will be no stopping you.

Thousands of graduates worldwide have now found freedom with their speech, so we know it works. You may occasionally stammer (block) after the course but if you apply the McGuire technique you **will never stammer out of control again**.

**THERE ARE NO SHORTCUTS TO ANYWHERE WORTH GOING!**

# What to expect from the Programme

We will instruct, motivate and support you throughout your recovery. However it is up to you and your personal motivation to ensure success with our programme. Success is proportional to the effort exerted in your recovery.

## ◆ Four Day Residential Intensive Course

In order to give yourself a strong foundation for your recovery you will attend a four-day, live-in, intensive course. Be prepared to work very hard at learning the techniques to overcome your stammer.

## ◆ Accommodation

During the four-day intensive course, we recommend that you share a room with an experienced graduate of the programme. This graduate will assist in your recovery. If you prefer to stay in a single room, we will do our very best to meet your requirements.

*We will organise the accommodation for you.*



Dave McGuire = Founder of the Programme.

## ◆ Clothing

Casual, comfortable clothes for the course sessions are recommended. You will also need a firm belt, long and strong enough to fit around your chest to aid with the breathing.

## ◆ Personal Coach

On completion of the course, you will be allocated a personal, certified, Primary Coach. Your Primary Coach is your first line of support. You will be able to discuss your speaking goals, plan how to attain these goals and be supported and encouraged in acting upon them.

## ◆ Support Pack

Your support pack contains a structured support plan for your first few months of your recovery following the course. This initial period is crucial to your recovery and the support pack helps you to keep focused.

## ◆ LIFETIME Follow Up Support

Lifetime follow-up support is provided for you after your initial course. We don't just train you in the McGuire technique and then let you go your own way; we WANT to ensure

your success. In addition to your Primary Coach, other coaches and graduates are on hand to ensure that if you have a problem, there is always someone you can call to discuss, address and plan a way to rectify any speaking issues.



Iain Mutch, Regional Director UK North, making a public speech in Bournemouth. September 2000.

### ◆ Course manual

Each new student will be given a copy of the course manual *Freedom's Road* on the first day of the course. This manual incorporates all you will learn on the intensive course and much more.

### ◆ Support Group

Support Groups operate throughout the country on a weekly or fortnightly basis to provide contact, mutual support and friendship with recovering stammerers in your area. One day and weekend events are also arranged by Support Groups to reinforce your new speaking personality.

### ◆ Refresher Courses

You can return to as many intensive courses as you wish. As a graduate (i.e. you have completed your first course) these additional courses are opportunities to consolidate your skills and understanding as well as helping to train new students in the technique. You will find that even in the early days you will be able to assist, inspire and support new students on their first intensive course.

### ◆ Telephone Support

The programme has a world wide telephone list of experienced graduates who have undergone training, examination and certification, and who WANT you to call them to access support at the end of a phone line.

### ◆ On-Line Support

There is a worldwide Internet discussion group where you can make contact with other graduates, and discuss various issues and share information. It has voice, text and email facilities.

## ◆ Training Opportunities

The McGuire Programme consists entirely of graduates who have been through the Programme. All our course instructors, coaches and administrators are recovering stammerers. The Programme runs training courses for all graduates who want to develop their skills and use these skills to support other recovering stammerers.

## ◆ Life Long Membership

The lifetime membership entitles you to access all the Programme's resources, including intensive and refresher courses, Support Groups and the phone list. The Programme is here for you to use as much or as little as you want. Our aim is to help YOU to recover from YOUR stammer.



Janey Watt, Course Instructor,  
Stirling, April 2004.

# Four Day Intensive Course

Recovery begins with a four-day intensive course which takes you out of the “swamp” of tricks and avoidances. From here, you begin your journey along ‘Freedoms Road’ towards **ELOQUENCE**. For some, this may be a long journey and that’s OK. Everybody is different and our courses are structured so that each person’s individual needs are met.

We believe that **stammering results largely from the fear of stammering**. And in order to deal with stammering, we have to address both its physical and psychological components.

### Day 1:

The morning sessions are spent learning and ‘drilling’ the physical parts of the technique, which are concentration training and breathing by using the costal part of your diaphragm. This results in immediate control of your speech. These structured sessions are taught on a one-to-one basis with coaches of the programme. We then introduce speaking with technique in a very controlled and disciplined manner. By limiting the amount of words we speak per costal breath, we gain more control. This control is very important at this early stage of recovery.

Fear reduction techniques, adopting a ‘sports mentality’ and non-avoidance training are also a substantial part of the McGuire programme. These techniques are introduced on the first day and are practised throughout the course.

### Day 2:

Even at this early stage of the course, you may be feeling quite free from the fear of stammering. Your confidence and self-esteem will be increasing by the hour. We teach you how to be assertive, not only in your speech, but in other areas in your life. You will get an understanding of why at certain times in your life your stammer is more prominent than at other times, Why you can talk quite fluently one minute and the next minute you

fall apart. We confront the psychological mechanisms that result in a return to tricks and avoidance behaviour. You will also have an opportunity to go out with a graduate of the Programme and observe how the technique is used in real speaking situations.



Dave Ayres, Course Instructor,  
Bradford, March 2005

### Day 3:

Today, we take you from controlled mechanical speech to natural-sounding eloquent speech. We teach you how to make speaking FUN! Saturday is for putting into practice all you have learned and gives you the opportunity to test this in the real world. You will learn and carry out the fundamentals of making and receiving telephone calls. You will be shown how to approach people on the street/shops and have the opportunity to share with us your great speaking achievements.

### Day 4:

The final day is focused on preparation for returning home. A great deal of emphasis is placed on the Programme's unique extensive **LIFETIME** follow-up support network. We will also prepare you for some of the complications of the real world including how to deal with possible relapses. There will also be sessions on long term psychological approaches to make sure you maintain your recovery.

***Family and friends are very welcome to come along to the final session of the course for your farewell speech. This is a very worthwhile session for both students and family alike.***

## Once you have paid the lifetime membership fee...

The course fee is not due until the Friday afternoon of your first intensive course. This means you can try our approach without risk until you are sure we can help you. If you decide on the Friday that the course is not for you, there is no charge, except for accommodation. If you never give our Programme a try you will never know if your stammer can be overcome. Once you have paid the course fee you are entitled to full access to all the McGuire resources including those referred to in this information pack.

*Course fees can be paid by: cash, cheque, banker's draft.*

### Fees:

The cost for lifetime membership to the Programme worldwide is £700. All follow up support is free of charge, except for attendance at refresher intensive courses which is charged at £20 per day, up to a maximum of £60 for the four full days.

***Included in the fee:***

- **Four Day Intensive Course**
- **Personal Coach**
- **Support Pack**
- **Lifetime Follow Up Support**
- **Course manual *Freedom's Road***
- **Access to a Support Group in your area**
- **Refresher Courses**
- **Telephone Support**
- **On-Line Support**
- **Training Opportunities**
- **Life Long Membership**



Iain Mutch, Andy Pedersen (Course Organiser) & Wet Wet Wet's Graeme Duffin (Course Instructor), Newcastle upon Tyne course, September 2002

- We do offer scholarships to people on a low income. Please ask for an application form. We are limited to the number of scholarships we can offer per course. Other sources of financial help can often be obtained from your employer, or if unemployed, external funding agencies – please contact us for guidance in the first instance.

**Not included in the fee:**

- ✗ **Accommodation, meals and travel costs.**
- ✗ **Support Group facilities, such as room hire or tea/coffee facilities. A typical contribution of £2 to £5 may be requested to cover these running costs of the session.**

**If you're looking for a treatment that can teach you how to speak ELOQUENTLY, not just FLUENTLY, then we've got the answers!!**

# Success Criteria

**Stammering is not a disease so the term 'cure' is not appropriate. Stammering is what we have learned to do, so we must DO something else in order to recover. Steady progress towards or attainment of the following characterises a successful graduate:**

- Although sometimes experiencing and successfully recovering from periodic relapses, a successful graduate feels generally free from stammering and associated fear.
- Does not use avoidance mechanisms (tricks, word substitution, etc). If one occurs with a surprise block, it is immediately cancelled.
- Although sometimes experiencing fear in some situations, remains confident that he/she will not relapse into uncontrolled stammering.



Course Instructors Kevin Phelps and Tim Pierce teaching a Sunday session, Cardiff, July 2005.

- Is concerned with and is making adequate progress towards becoming an ELOQUENT speaker rather than just controlling stammering.

- Has experienced a profound improvement in attitude, perceptions, beliefs and emotions.

- Does not have to work on the mechanics of speaking, although occasional drilling to 'groove' the technique is sometimes necessary.
- Has FUN in most speaking situations.

**The McGuire Programme, as featured on TV's 'Tonight with Trevor MacDonald', 'Richard & Judy', and numerous regional and national news programmes, is a revolutionary technique that is helping hundreds of people throughout the world to overcome their stammer.**

- This Programme was developed and is run by former stammerers who want to help you to overcome this affliction.
- We have helped over hundreds of people in the UK to address their stammer, and several thousand more throughout the world.
- This Programme has a '**Child Protection Policy**' in place. All our coaches and instructors have complied with this policy and have received clearance by the Criminal Records Bureau.
- If you wish, we will gladly send you contact phone numbers of successful graduates of the programme. These graduates will share with you their experiences and recovery.

We are an organisation run by recovering and recovered stammerers; we are not speech therapists. Our qualification is that we have recovered or are recovering from our own stammer. We understand what it takes to overcome stammering and the many tricks and avoidances associated with stammering; the physical struggle to get the words out, the unpleasant thoughts relived each time we go to speak.

**We teach a technique and a set of attitudes to deal with and overcome the effects of stammering. *It is not a cure.***

## **FAQ's – Real answers to real questions:**

### **(1). Is there a cure for stammering?**

Unfortunately, there is no known 'cure' for stammering. Indeed, stammering is not a disease so the term 'cure' is not appropriate. Stammering is a set of behaviours we have learned to do, so we must DO something else in order to recover. What we provide is a proven method of controlling your stammer rather than your stammer controlling you.

### **(2). I made preliminary enquiries about the Programme but was "put off" by the fee.**

Our fee for lifetime membership of the Programme including the four-day intensive course and our comprehensive follow-up support is £700. Accommodation on the four-day course is additional and works out at about £160 twin share for four nights. But what price is freedom of speech? For the price of an average annual holiday you can be freed from the shackles of a condition that has blighted your life. The membership fee is an investment in your future recovery from stammering and the negative influences it has on your life.

### **(3). There are numerous courses/treatments available for people who stammer. Is the McGuire Programme different to other Programmes?**

Yes, we are different from all other programmes in that:

- **Everybody involved has done it themselves!** In the McGuire Programme, its founder, coaches, instructors, administrators, etc., **have gone through the experience of stammering** and the experience of attending the courses.



Iain Mutch and Gareth Gates - a Course Instructor with the McGuire Programme since Feb 2005.

- **Empowerment!** All graduates of the Programme have the opportunity to do what they thought to be impossible – to coach, instruct and inspire others to overcome their stammers.
- **The dramatic effectiveness of our techniques!** We **radically and positively alter people's lives** to such an extent that in a mere two and a half days students can be transformed from out-of-control stammerers to being in **total control of their stammer** for the first time in their lives.
- **After course support!** There is **strength, honesty, and depth** in our unlimited, lifetime support network.
- **Sustainability!** The techniques taught are **sustainable** as the Programme has existed for over twelve years and graduates have achieved awards and recognition from speakers clubs such as the Association of Speakers Clubs and Toastmasters. These graduates compete with 'fluent speakers'. **Details are on our website: [www.mcguireprogramme.com](http://www.mcguireprogramme.com)**

***(4). We wish to encourage our brother to participate in the Programme and seek your assistance to convince him of its value. Any suggestions that you can offer would be appreciated (or are we better advised not to push the issue?)***

It has to be your brother's decision and he must approach it with a sense of ownership, commitment and a passion to do something about his speech. If that's not the case we'd rather not see him to be honest. We're not interested in a quick four-day fix that will see him fluent for 2-3 months; we're concerned about his long-term recovery.

***(5). I imagine my brother would find the concept of attending a course daunting/intimidating. How are such fears/apprehensions overcome?***

If he attends the course he quickly realises that he is among friends, fellow sufferers who have experienced all the lows that he has. The programme is an extended "community" that reaches world-wide. During the course there are challenging situations but we don't ask people to do anything we don't think they can do and all activities are optional. No one is asked to do anything that any graduate of the Programme has not already done before. We also encourage family members to come along to the course or at least parts of the course, at no charge, so they can help their loved one during recovery.

***(6). What is the best way for us to support our brother?***

Just support him unconditionally but also provide him with information about options available to him to improve his communication. Your encouragement is important but I do emphasise that the decision to accept and deal with his stammer has to come from him.



Durham Support Group Christmas party 2003

***(7). How many people have joined the Programme?***

Hundreds of people have joined the Programme in the UK since 1995 and several thousand worldwide.

***(8). How many people complete their first intensive course?***

Ninety per cent of people complete the course. Occasionally, one or two people may decide the programme is not for them and leave during the first day of the course.

***(9). What is the success rate?***

We estimate we have around a **70% success rate** meaning people are continually advancing with their speech and are doing things now they wouldn't have dreamt of doing before the course. This statistic is based on detailed and comprehensive success

evaluations which are carried out every six months and verified by a McGuire instructor from outside the region.

***(10). What is considered a success? Do graduates stop stammering completely?***

We gauge a successful graduate as being free from stammering in most situations with just the occasional reminder of their past affliction. **Basically, it is being in control and having fun in most speaking situations.**

***(11). What are the reasons for people being unsuccessful on the programme?***

Occasionally, people leave the four-day course feeling very fluent and may even feel they are "cured." As a result, they often fail to practise the technique, and decide not to face their feared and challenging situations. Inevitably, this leads quite quickly to relapse. Another scenario is that people give up unnecessarily at too early a stage at the first sign of speech difficulty. We encourage everyone to develop a positive attitude and to persevere through such difficulties.



Graeme Duffin and Alastair Cameron instructing a session during the first Aberdeen course, October 2005.

***(12). Typically, how many people participate on a course at one time?***

A typical course has about **15 new students** with about **40 returning graduates** attending at any one time. The graduates return on the courses to help the new students and also to strengthen their own recovery. Part of the recovery process is helping others to recover. The majority of the course time is spent in one to one tuition.

***(13). Do you have regular breaks each day of the course?***

**Yes.** We break for **10 minutes after every 50 minute session.** This is to ensure that the information given is retained. It also gives an opportunity to **'freshen up'**. There are also extended breaks for breakfast, lunch and dinner.

***(14). I heard that the course days are very long. Why is that?***

Recovering from stammering requires honesty, discipline and hard work.

We want you to get the most out of your initial four days. On a McGuire course we cover both the physical and psychological aspects of stammering as well as practising the techniques in public. This is to give you the best possible initial start on your road to recovery. Generally, sessions begin most mornings at 7.00am and we usually finish up most evenings at approx. 10pm.

***(15). I heard that I will have to speak from a soapbox in a public place at the end of the course?***

Nobody is forced to do anything he or she is not comfortable with. However, on completion of the course the confidence of participants is such that they feel well equipped to speak publicly with the support of their fellow-participants. The sense of achievement experienced as a result makes the exercise more than worthwhile!

***If you have any other specific questions that are not answered here, please telephone, write or email me at anytime. I will be only too willing to answer them.***

COURSES FOR 2011

<b>DATES</b>	<b>LOCATION</b>
16 - 20 March	Newcastle
1 - 5 June	Wigan
27 - 31 July	Cardiff
19 - 23 October	Dundee

**NOTE:**

All of the above ***courses commence at 7pm on the Wednesday and conclude at 3pm on the Sunday.***

**Please state on the application form, the course date you would prefer and we will do our best to accommodate you: return your completed application form to;**

**Iain Mutch,  
Regional Director,  
The McGuire Programme (UK North)  
PO Box 160  
Ryton  
Tyne & Wear  
NE40 3WZ**

**Alternatively, you can submit an on-line application form by visiting our website: [www.mcquireprogramme.com](http://www.mcquireprogramme.com)**

***We will then get in touch with you with further details about your particular course***

If you require any further details please ring, email or write to;

<b>Regional Director</b>	<b>Iain Mutch</b>
<b>Postal Address:</b>	The McGuire Programme (UK North) PO Box 160 Ryton Tyne & Wear NE40 3WZ
<b>Telephone:</b>	<b>0191 413 9100</b>
<b>Email:</b>	<b><a href="mailto:iainmutch@hotmail.com">iainmutch@hotmail.com</a></b>
<b>Web:</b>	<b><a href="http://www.mcguireprogramme.com">www.mcguireprogramme.com</a></b>

**Applicants must be at least 15 years of age by the date of their first course.**

*Accepted applicants under the age of 18 years must be accompanied throughout the course by a parent/guardian and either have adjacent rooms or share accommodation with their parent/guardian.*

**All enquiries are treated in confidence**