

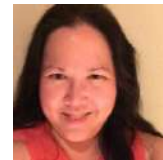
Dyslexic Advantage

NEWSLETTER




TOM CRUISE'S
IMPOSSIBLE STUNT

- KARINA YOUNG WRITERS FEB 14
- READ TOGETHER
- CALIFORNIA TEACHERS REJECT
- PRE-ORDER OUR DYSLEXIC ADVANTAGE FOR A BONUS!
- PEOPLE POWER STRENGTHS



Fernet Eide MD, Editor

Dear Friends,

Happy New Year! Pre-order our updated and revised Dyslexic Advantage for an exclusive bonus **here**.
Karina Writing Awards due February 14th **here!** 

- Fernet Eide



Become a **Premium Subscriber** and discover the most comprehensive resource on dyslexia in the world. You can sign up for an individual subscription or gift a school with institutional subscription. Don't forget there is a **Homeschooler's** course for parents and, for teachers, a clock hour course that provides professional development credits (**Dyslexia for Teachers**). <https://joom.ag/iD5d>

The **NEUROLEARNING** Dyslexia Screening App is \$49.99 and available for children and adults 7-70 years old. iPad, iPhone, Android, and Kindle Fire.

The app may be used to identify and qualify for services such as Benetech's huge free library of e-books.

Thanks to Shelley Wear, Trish Seres, Michelle Wiliams, Cheryl Kahn, and Jack Martin. Thanks to Lady Grace Belarmino for design and layout and Andi and Freshea for their social media and admin help!

PREMIUM

Editor's Note: to make our publications easier to read, we will avoid use of italics and certain types of fonts.

Newsletters can be read online **HERE**. This issue will be available on the Joomag site for 3 months and can also be downloaded as a pdf file.

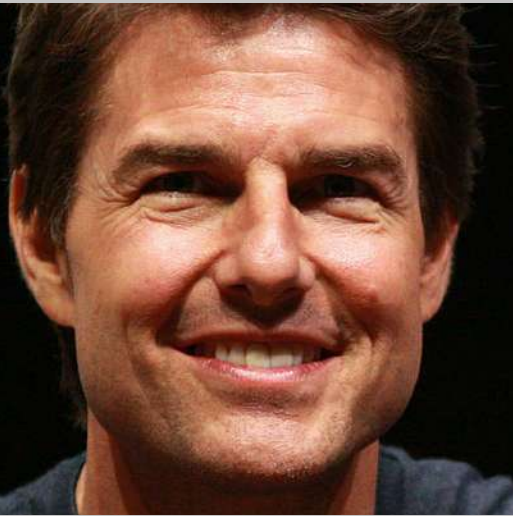


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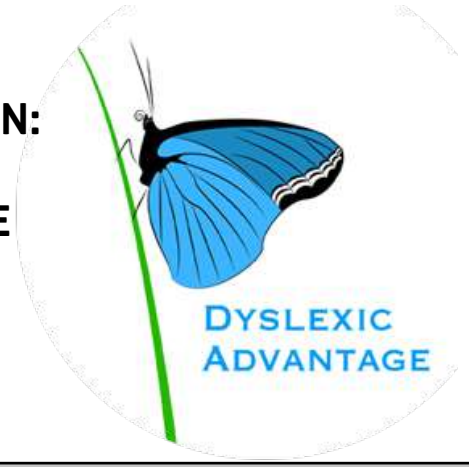
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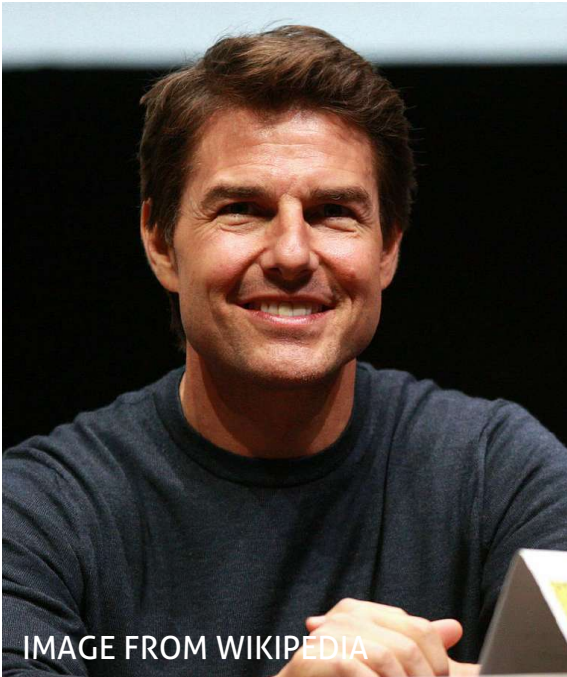
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DYSLEXIA NEWS





TOM CRUISE

PERFORMS THE GREATEST STUNT IN CINEMATIC HISTORY

This is a mind boggling stunt if you haven't seen it. Tom Cruise of Top Gun and Mission Impossible fame rode his motorcycle off a cliff in Norway - not once, but six times in 1 day...and at the age of 60.



"Tom Cruise - he's an amazing individual. You tell him something and he just locks it in...His sense of spatial awareness, he's the most aware person I've ever met" - Miles Daisher Base Jumping Coach



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ENTERTAINMENT

Some of you may remember that Tom Cruise has a complicated relationship to dyslexia. He had difficult early history with his father who was abusive.

From [MSN](#):

"I'd try to concentrate on what I was reading, then I'd get to the end of the page and have very little memory of anything I'd read. I would go blank, feel anxious, nervous, bored, frustrated, dumb. I would get angry. My legs would actually hurt when I was studying. My head ached."

He only began to learn to read when he began using a pictures and diagrams that supported text and broke down complex concepts into simpler parts. He only began to read and then read for pleasure in 1986, when he was 24 years old and Top Gun was released.

"My childhood was extremely lonely. I was dyslexic and lots of kids made fun of me. That experience made me tough inside, because you learn to quietly accept ridicule."

One challenging aspect for many dyslexic actors and actresses is having to do cold readings in order to win a part. He persevered and got his first big part at the age of 19. He ultimately learned that taking a mental picture of lines would help him to remember.

Hot on the heels of Top Gun Maverick's success (more than \$1.3 billion), Mission Impossible Dead Reckoning will be released July 2023.

Tom Cruise does know how to imagine and execute stunts. He'll create something exciting to see.



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NEW EDITION

OF DYSLEXIC ADVANTAGE

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It's almost here!

Our revised and updated 10-ish year anniversary edition of The Dyslexic Advantage is available for Pre-Order through all the usual places like [Amazon.com](https://www.amazon.com), [Amazon.co.uk](https://www.amazon.co.uk), [Barnes and Noble](https://www.barnesandnoble.com), and [Book Depository](https://www.bookdepository.com) for worldwide shipping.

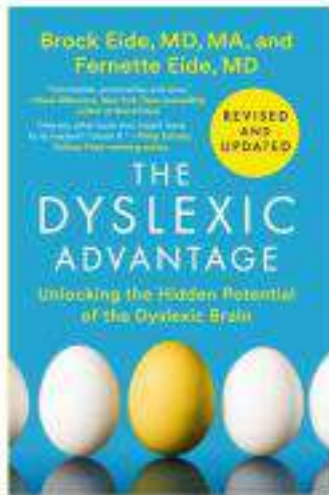
We heard that for this updated version, Penguin Random House also bought the audio rights and intend to release February 14th, 2023, like the print and e-book version. We don't have a catalogue link yet - but will update on our [book page](#) and this newsletter as soon as they've added it to their online catalogs.

If you're planning to order it, consider pre-ordering it rather than waiting until after February 14th. The reason for this is that pre-orders all get registered as sales on the day it opens - and the larger this number is, the more likely bookstores will carry it and more people will see the title.

As you might expect, there are still far too many people who are unaware of the central truths of dyslexia that include its strengths and advantages.

Having the book in more stores makes it more likely that people may accidentally discover it for themselves, a family member or friend.

If you pre-order, you'll get an exclusive invite to an online "Evening with the Eides" where they will give you a personal introduction to the book and also answer questions. The event will be recorded for those who are unable to attend the live event. More details [HERE](#).



Covers for the US and UK Editions of The Dyslexic Advantage



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Photo: Kristin and Karina Eide
Design: Gershoni Creative



Watch our book trailer for the new edition!

29



"This brave book helped lay the groundwork for the global neurodiversity revolution — seeing conditions like dyslexia, autism, and ADHD as alternate styles of learning and being that convey benefits as well as challenges. This updated edition is even more informative, provocative, and wise."

Steve Silberman
New York Times best selling author of *NeuroTribes: The Legacy of Autism and the Future of Neurodiversity*

29



"After reading this book, it made me realize that my fuel in life was coming from the advantage of being dyslexic. I am now raising my dyslexic children with this book as a guiding light and I know they will become confident world changers. Thank you Brock and Fernette."

Yoky Matsuoka, PhD
CEO and Founder of Yohana, CTO Google Nest, Co-Founder Google X, MacArthur Genius Award Winner

29



"*The Dyslexic Advantage* had a profound and positive impact on my life since it explained me to me for the first time; letting me know that I was not alone and that I had a special gift; a gift that has made it possible for me to "outperform" non-dyslexics in my field of exploration."

Robert Ballard PhD
Author *Into the Deep* - Discoverer of the Titanic, CEO Ocean Exploration Trust, Explorer-at-Large, National Geographic Society

29



"A true celebration of diversity of thought. I highly recommend it for anyone interested in how different people learn and problem solve!"

Chantal Prat, PhD
Author, *The Neuroscience of You*, Professor, University of Washington

29



"The Eides' new edition is an improvement upon perfection. Think of it as a software update for the dyslexic operating system."

Dean Bragonier
CEO and Executive Dyslexic, NoticeAbility

29



"Has any other book ever meant more to its readers? I doubt it."

Philip Schultz
Pulitzer Prize Winning Author of *Failure*, *My Dyslexia*, *Comforts of the Abyss*, Founder and Director of The Writers Studio in New York



Over the years, we've met many dyslexic adults with people strengths that span the full range of careers. Sometimes people with strong empathy are drawn to jobs that really need the human touch - whether it's counseling, nursing or other health professions, or in business, user design, employee or customer relations, sales, or management.

Now there's a little trickle of research to suggest why dyslexics may excel in people professions.

EMPATHY

Empathy has been defined as an ability to understand and feel with the perspective of another person. The understanding and feeling sides are different things - and it's possible to be better at one than the other.

Cognitive Empathy

Understanding other people's thinking from various perspectives is sometimes referred to as cognitive empathy by scientists and persona writing and thinking by those in the writing and design communities.

Philip Schultz, Pulitzer-Prize winning poet of [The Writers Studio](#) in New York has spoken about how he uses personas in creative works, and David Kelley, founder of the Design School at Stanford University (also dyslexic, personal communication) also puts empathy and personas at the center of what he does (human-centered design). His innovative design company, [IDEO](#), disrupted design when it was established in 1991, and it went on to form many inventions like the computer mouse or shopping cart with a child seat and drink holder that we take for granted today.





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INSPIRATION

Strengths in cognitive empathy appear in the business world. One of our past Board members, Erin Egan, who is also dyslexic and shared her story at one of our conferences (below) struggled in school, but discovered her strengths when she was working and interacting with others in corporate negotiations.

Said Harvard Business professor, Michael Wheeler:



Erin Egan

"It's as if Erin has social sonar, a way of seeing the interpersonal cross-currents below the surface and the forces that shape their flow."

Being able to read the emotions of other people in complex negotiating situations definitely can be an asset and advantage.

Recently, I read an interview with the acting chameleon Paul Bettany. I first saw him in *The Master* and *Commander* (vintage sailing movie), then *Margin*



Paul Bettany talks about some of his most iconic movie characters.

INSPIRATION

Call (movie about the financial crisis of 2007), the imaginary CIA guy in Beautiful Mind, Vision in the Avengers, and the Unabomber. Now he's in a stage (soon-to-be-film) production playing Andy Warhol. His ability to play different people is remarkable - but he's not just observing and imitating, he's really trying to get into the mind and world of the other person.

When he was initially offered the role of Andy Warhol, he refused it. But he changed his mind after reading Warhol's diaries. After he knew more about him and understood him, he realized he could take the role (more [here](#)).

Contemporary research about dyslexia tends to focus on young children and trouble with reading, but it would be interesting to know more about differences that may exist between dyslexic and non-dyslexic adults. Many adults seem to have significant strengths in cognitive empathy and there are wide implications for this at work.

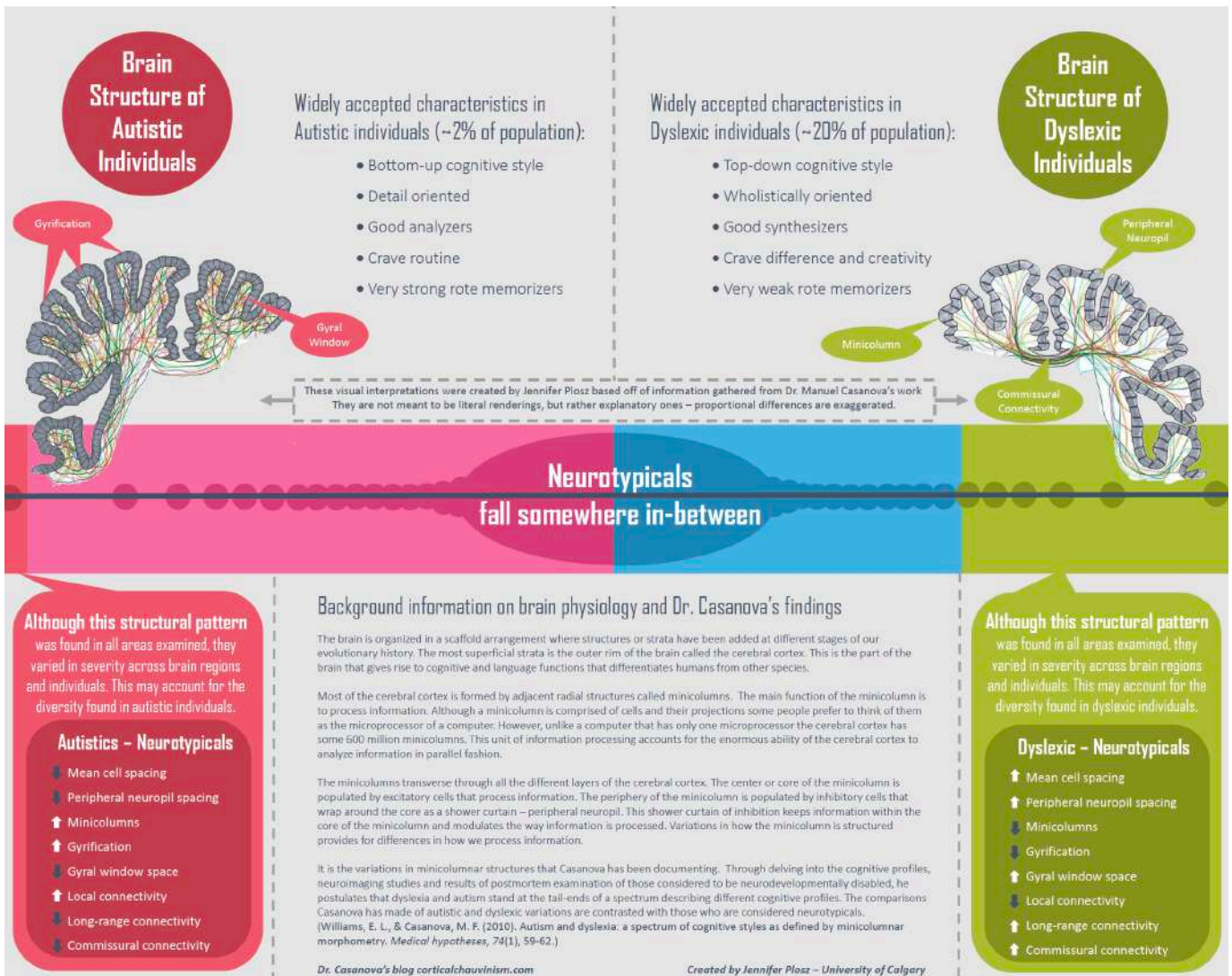
Interestingly, [Williams and Casanova \(2010\)](#) proposed that dyslexia and autism may exist on an opposite spectrum based on patterns of cortical connectivity. Jennifer Plosz made a beautiful poster summarizing some of this work and theory and donated the graphic that we have as a poster in our store.

Although Williams and Casanova didn't speculate on the the implications for theory of mind, the idea of autism and dyslexia being on the opposite ends of a continuum could suggest that dyslexic strengths in theory of mind (ability to attribute different mental states to others) might be the opposite of autistic people's theory of mind difficulties.

In other work looking broadly at a range of developmental conditions ([Brimo et al., 2021](#)), researchers noted that the presence of autism-associated inflexibility traits was inversely related (or in layman's terms had an opposite relationship) to dyslexia.

Affective Empathy

Affective empathy describes the biological processes that people undergo when they feel another person's emotions. Before children are able to put their



emotions into words, affective empathy can be seen when one child crying causes another to cry.

In recent [research](#) from the University of California, dyslexic children as a group were found to have stronger emotional reactivity than non-dyslexic children. The same group had found that stronger physiological reactions correlated with better social skills per parent report.

So affective empathy may be a strength for dyslexics - and that could impact day-to-day relationships with friends and family, but also be a real asset in various careers.

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I have the tools I need
to succeed."*

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INSPIRATION

At work, dyslexic strengths in affective empathy can present themselves in situations where people need to work closely together. Sensitivity to the feelings of individual team members can help managers and leaders recognize difficulties before they get bigger and make changes to help projects progress smoothly.

Dyslexic team members with social strengths may be able to play "connector" roles in an organization. Empathy and social emotional intelligence can help people recognize different cultures and personalities at play different work groups and help connect groups that can work synergistically together.

Sometimes people skills are referred to as "soft skills" - but these skills are anything but simple. It's a gift if you have it and you might find if you lean into this strength more exciting opportunities await you.



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At Churchill, we know our success is measured not by how many students we impact, but by the impact we have on any one student!



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TESTING

QUESTION:

How Soon Can I Get My Son Tested for Extended time ?

There can be many hurdles facing students who have not been formally identified.

Early in the school year, parents and students may be told to wait until a student has had time to adjust to class. But then when a student appears to fail without accommodations like extended time, he or she may be told that there is a long wait for testing by the school psychologist, so a student may struggle with no changes being made.

ASKING FOR ACCOMMODATIONS WITHOUT TESTING

You can always ask for accommodations without having testing. Some teachers may not agree to this, although others will. If the school has told you it may be months or even next year before testing occurs, then you can ask for this option to avoid a huge social and emotional toll on your student. If there are other family members with dyslexia, tell them that - it may help them to see your student's challenges in a different light.

PRIVATE TESTING

If the wait time for testing by a school psychologist seems impossible (next year or even later), and you have the financial means to have your student tested privately, then many will do this. Some popular professionals may have extended wait times too, however (months to a year +). Because the best reports will take time to write, many professionals cannot test and report on many people each year.

The costs for private testing may also be prohibitive because typical costs range from \$1500 to \$5000-7000, and health insurance will often refuse to cover the cost.

TESTING

If a student has complicated challenges, it may be possible to request an [IEE](#) or Independent Educational Evaluation where the school pays for an assessment outside school. To find out more about this process, check out this [article](#) at Understood. Some parents may need to rigorously advocate in order to obtain this for their child.

The [Neurolearning Dyslexia Screening](#) app that Brock, Nils Lahr, and I helped create is a screening app and not a comprehensive assessment for dyslexia. Still, it has been used by some to request and obtain accommodations for a 504 and occasionally even IEP; however, some schools may also refuse to accept such testing because it is not comprehensive.

WHERE TO FIND PROFESSIONAL TESTERS?

Your school may have a list of professionals in your area who do testing. Also a local dyslexia organization may keep a list. One challenging thing is professionals vary widely in their knowledge about dyslexia and using only the simplest screening tools can miss and mis-identify students. Gifted and older individuals may especially present challenges in identification; you can ask professionals you are considering what their experience is - in regard to dyslexia and your particular situation.

Brock and I have been retired from our practice for several years now, but we refer to Liz Smith of [Kinder minds](#) in the Seattle area, Dan Peters and his colleagues at [SummitCenter](#) in California, and [Devon MacEachron](#) on the east coast. There are many other excellent professionals of course, but those are folks' whose reports we know well to recommend.

Community college, universities, and private dyslexia schools may also test students in their area. Some new companies ([Marker Learning](#), [Hello Polygon](#)) have announced their testing online. We aren't familiar enough with their reports to formally recommend them, but they do contract with licensed professionals. Comprehensive testing is often required for high-stakes exams like the SAT. Some testing corporations may require testing every 6 years, but it's possible to appeal.





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National Center for Learning Disabilities, the International Dyslexia Association have evaluated the Sondag System(r) and deemed that the program contained the required elements for teaching reading identified by the Nation Reading Panel.

THE BENEFITS OF READING TOGETHER

It doesn't replace early identification, remediation, and support, but reading at home supported the long-term reading success of children with a positive family history of dyslexia.

The study is interesting one because it followed children for 13 years! The youngest children were age 2, and by the conclusion of the study, the oldest were 23. [Researchers](#) compared various reading and language skills as well as conducting detailed interviews of family practices.

READ TOGETHER

What was interesting is that early shared reading with family members (from the age of 2) was associated with the development of strong vocabulary. Strong vocabulary in turn had positive protective effect on reading comprehension in adolescence.

Another finding was that reading vocabulary and reading fluency at 8 years among students of dyslexic families - predicted strong reading comprehension by the age of 15. Vocabulary alone at age 8 wasn't sufficient to predict good reading comprehension; presumably if reading is effortful and dysfluent, it places a negative toll on reading later.

"...continued shared reading until the age of 8 years was found to support reading comprehension only in the familial risk for dyslexia group, suggesting it was a protective factor..."

- Torppa et al. 2022

INFORMAL TEACHING ABOUT LITERACY AT HOME

Families that engaged in literacy activities (identifying words, letters) at home had stronger literacy skills. In addition, beneficial effects were noted on reading fluency and comprehension.

FAMILIES CAN HELP

The big picture from this study is that families can have a long-term beneficial effects on their children's reading development.

"...teaching literacy at home predicted stronger emerging literacy skills, whereas shared book reading predicted vocabulary development and reading motivation. Both emerging literacy and vocabulary predicted reading development.

Familial risk for dyslexia was a significant moderator regarding several paths; vocabulary, reading fluency, and shared reading were stronger predictors of reading comprehension among children with familial risk for dyslexia, whereas reading motivation was a stronger predictor of reading comprehension among adolescents with no familial risk."

Or another way to think about that is that reading motivation alone will probably not be enough to help dyslexic teens to be successful in reading comprehension. What you do matters - whether its reading together or supporting students as they learn to read.



* If you're a parent with dyslexia yourself and reading aloud is difficult, you can still read along silently while listening to an audiobook and help your child.

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"I am an Educational and Dyslexia Specialist, and most of my work is with struggling readers. I can't tell you how helpful Neurolearning's Dyslexia Screening Test App has been in providing me and parents with information on students. The app is simple to use, and the reports are filled with helpful information in areas of weakness or strength, recommended accommodations, and "next steps" to take in helping the student. I'm very excited this app is now available, and I have no doubt I will continue to use it in my work."

Michelle Lucas, M.Ed., AT



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CALIFORNIA TEACHERS UNION REJECT DYSLEXIA

"It is reprehensible that California is one of 10 states that doesn't screen for dyslexia," said Portantino. "The issue isn't going away. Every year we don't screen first-graders is another class lost. Shame on us."

Despite some high hopes this past year, a bill for dyslexia has died in the state assembly education committee without it even being discussed. This happened despite Governor Newsom and Senator Portantino actively talking about the bill's importance and sharing their first-hand experiences with dyslexia.

From [EdSource](#):

"Simply put, the drive to identify children with dyslexia ran into the power of the state's teachers union, according to parties involved in the issue. California's efforts to help children with dyslexia come amid a national push to change how reading is being taught to all children, especially to the youngest learners. The efforts have repeatedly stalled over the past few years because of deep disagreements over the best way to teach reading. The California Teachers Association has been one of the strongest opponents of dyslexia screening, saying children learn to read at their own pace and flagging potential learning disorders could railroad some students, especially English learners, unnecessarily into special education."

Oh dear. If you have a student in the California public school system, be prepared.

This is an awful decision by the California Teachers Union and 60% of their third-graders are still not reading at grade level.

Still, there is a glimmer of hope for some. Los Angeles Unified are moving toward universal screening and the state credentialing commission also added dyslexia guidelines and phonics-based reading curriculum to their standards.

Also, although clearly progress is being made across the US in terms of dyslexia awareness, especially with teacher training, many simple phonics or reading achievement tests are being re-branded as dyslexia screeners - which can be worse than no identification at all.

Without more substantial identification of dyslexia, students may miss out on specific remediation; students who failed to be formally identified are not given a name to their difficulties and aren't being provided with specific positive information, strategies for reading or other subjects, and accommodations and or modifications for various subjects that they will be required to take during their formal education.

Parents, tutors, and individual teachers should be prepared to be pro-active and advocate for these students. For the free and appropriate public education promised by the federal education code, dyslexia should be identified and educational plans individualized for that student's specific needs.

There may be positive signs that a screening bill will be passed in 2023. Remarkably the bill passed unanimously in the Senate, but a lone assembly member Patrick O'Donnell (D-Long Beach) was chair of the Education Committee and refused to submit it for a vote. He retired at the end of 2022, so the new chair may get the job done.

A compromise bill apparently is in the works - hopefully California will get more accomplished for dyslexia this year.



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Richard Branson Interview with Diary of a CEO

How a Dyslexic Drop-Out Built a Billion Dollar Empire



Dyslexia is a Feature Not a Flaw at Dyslexic Dictionary

San Francisco Examiner



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Dyslexia a Social Justice Issue for Some Black Parents

St Louis Today



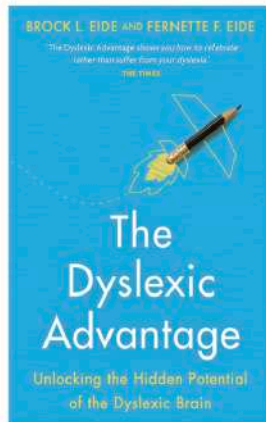
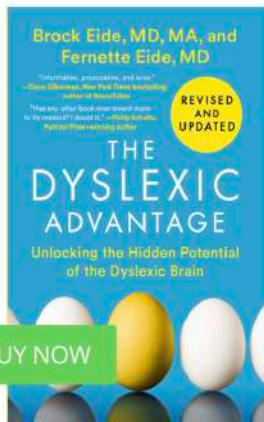
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Ruff Tools on Youtube



Dyslexia Reforms Fail Again in Michigan

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Drs. Brock and Fernet Eide are leading experts in the fields of dyslexia and cofounders of the nonprofit Dyslexic Advantage and the social-purpose corporation Neurolearning.com. They have served as consultants to the President's Council on Bioethics and as visiting lecturers at the Stanford Graduate School of Education. The first edition of their book, The Dyslexic Advantage, was an international bestseller.

Photo: Krister and Karina Eide. Design: Gershoni Creative



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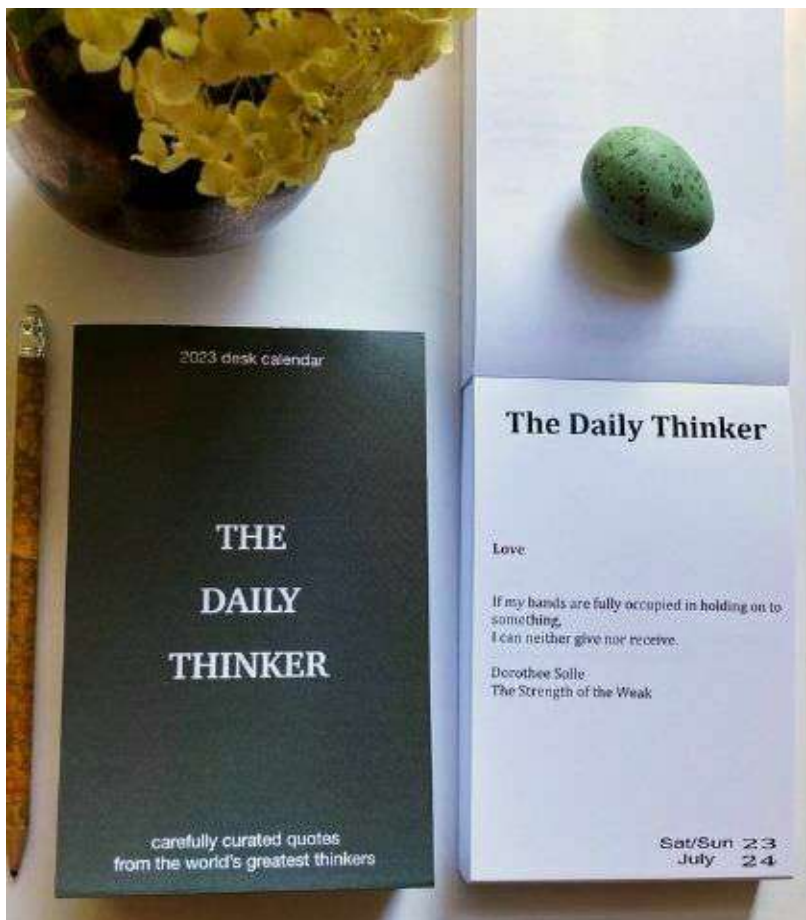
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"I really like telling stories. When I was a kid, I wanted to write songs. In quite a fundamental, gratifying, childish way, I enjoy the doing of telling a story."

- Paul Bettany