



Paul Main, FRSA

Education | Cognition | Design | Edtech

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BIOGRAPHY

My career has revolved around improving learning outcomes. This encapsulates cognition and learning but also the design of new products and services for schools and other organisations. Cognitive science has dominated my interests and I have always seen this as a way of transforming educational attainment. All of the projects I have been involved with have embraced some element of organisational change. Introducing new technologies and ideas can be met with resistance and I see myself as someone who can approach system design strategically. Underpinning all of the work that I have been involved with is the firm belief that humans have an innate capacity for self-improvement. Whether this be young people at risk of offending or corporate level management; our ability to think and adapt can always be enhanced. Our mind is a wonderful machine and I pride myself on being able to identify ideas and technologies that can enhance our functional capacity to learn. I enjoy connecting my significant network together and see myself as a strong listener, evidence gatherer and sometimes challenger.

PROFESSIONAL SKILLS

Core Skills

Product Design	●●●●●●●●●●
Cognitive Science	●●●●●●●●●●
Design Thinking	●●●●●●●●●●
Writing	●●●●●●●●●●
Marketing and Communication	●●●●●●●●●●
Teaching and Facilitating	●●●●●●●●●●
Organisational Change	●●●●●●●●●●
Presenting	●●●●●●●●●●
Classroom Strategy	●●●●●●●●●●
Business and Enterprise	●●●●●●●●●●

Digital Tools

Sketch App	Google Apps
Final Cut Pro	Mix Max
Mail Chimp	Affinity Photo
Adobe Acrobat	General Audio
Webflow	Quickbooks

Values and Approaches

Conceptual Understanding

'Go beyond face value and dig deeper'

Developing People

'Enhancing the cognitive potential'

Innovation

'Creating new ideas and making connections'

Reading Interests and Authors

Chip and Dan Heath

Daniel Pink

Cal Newport

Daniel Willingham

Daniel Kahneman

Barbara Tversky

Doug Lemov

Rose Luckin

EXPERIENCE

- **Project Manager for Creative Partnerships**
Managed a complex government project throughout the North West of England looking at creativity in the classroom.
- **Facilitator at Futurelabs**
Developed programs of education for teachers and also supported schools in utilising educational evidence.
- **Business Development at Teachinghow2s**
Developed new business opportunities for this educational publisher in the UK and internationally. Also supported the adoption process of schools and colleges.
- **Founder of Structural Learning**
Conceived a brand new classroom concept that helps learners think conceptually. These products and services are being used in several countries around the world. Also support whole school change programs through the delivery of professional learning activities for teachers.

EDUCATION

- **BSc Psychology, University of Sunderland**
Developed a love for mind and behaviour. This was my first experience of cognitive science. I left Sunderland with a newfound confidence and lifelong friends.
- **Msc Occupational Psychology, Liverpool John Moores**
Focused on applying psychology in the workplace and the effect this can have on productivity. Joined a band, made an album and released a record, but that's another story...

RECOGNITIONS

- **March 2017**
Young Foundation Graduate
Completed the YF education accelerator program.
- **December 2019**
Fellow Royal Society of Arts
Recognition of the contribution I have made to date.