

## Example

In the University of Humanities and Economics (AHE) Kamila Witerska has been trying out the Tell and sell method with her course on Primary education.

Here are the steps Kamila takes with the class in applying this method:

Kamila begins by discussing the emotional intelligence theory, and writes on the blackboard the components of the EQ theory.

Students are divided into groups of 5 and prepare one of the emotional intelligence components as an advert to parents to encourage them to take part in an EQ course for parents.



Groups present their work results to the whole class.