



Global on-line Presence

Keith Beasley

To make a significant and lasting impression at this critical time in human history, it is vital that SMN is able to bring the vast and extensive expertise of its members to bear in the wider, internet community. With this in mind, we are pleased to report active and on-going discussions of a collaboration between SMN and the BodyMind Institute (BMI).

Founded by Lars Gustafsson and originally focussed on nutrition, BMI now provides state-of-the-art on-line training courses around the globe on a wide range of holistic health & well-being and personal/business development courses. SMN member Dr Keith Beasley is both a key part of the BMI team and a faculty member, teaching Reiki Healing, *Essence of Knowing* and a range of Accelerated Learning Lessons (ALLs), as described in his article in the Summer 2014 *Review* (pp19-21).

Your Courses On-line

A key benefit to SMN members is the opportunity to offer courses and training material through the BodyMind Institute web-site (www.bodymindinstitute.com). Offering course in this way has many advantages, including:

- **Format:** you can choose how long your course is. It does not have to fit a standard HE degree or other format. Current BMI courses are anything from a single video lesson of 30-45 minutes through to extensive, multi-part courses with hundreds of hours-worth of content.
- **Top-end learning environment:** BMI courses run on the EdX platform, as created by MIT and Harvard. Fully supported and with the latest features available, each tutor has full access to their material and to student progress.
- **Admin-free:** all student enrolment and access arrangements are handled by the automatic BMI systems and BMI support team.
- **Income stream:** prices to student vary accordingly to length of course, with the tutor typically receiving 30% of the course fee. This is increased (typically by an extra 25%), through the BMI referral scheme, for course sold by the tutor.
- **Evergreen:** Once prepared and live, the courses are available continually. Students work through them at their own pace and will have life-long access to course material. No need to worry about scheduling lectures, remembering semester dates, etc.

- **Automatic assessment:** Assessment of student performance, resulting in a Certificate of Completion, is up to each tutor. The learning platform contains a range of options for include quizzes and other assignments, usually requiring no tutor input: unless you want to.
- **Community engagement:** The EdX platform includes the option for discussions (for students with or without tutor) at any stage of the course, even for real-time, video meetings (e.g. seminar groups) using Google Hangout.

BMI is particularly looking for courses related to consciousness, health & well-being, behaviour change, New Science and the overlap between 'Mystics & Scientists'. BMI work with tutors to generate course material that will work well on-line, for example by suggesting and encouraging exercises that help students to experience the material first-hand and to embody it. You will also be encouraged to participate in promoting the course, e.g. by providing material for the BMI Blog and Facebook pages, free e-books or short webinars, perhaps utilising existing SMN recordings of your lectures.

Affiliates

A key advantage to SMN itself is a BMI Referral Partner or Affiliate. With members' courses listed on the SMN website, SMN will receive a referral fee for any course bought through the site. With SMN tutors gaining a student and BMI getting an extended range of first-class tutors and courses, it is a win-win scenario.

Members, even those not offering courses, can sign up as affiliates and benefit in the same way. This could of benefit, for example, to anyone with a well-visited web-site or blog or who manages an extensive mailing list.

If you have a suggestion for an on-line course or would like to find out more about how BMI can support you as a SMN member, contact drkeithbeasley@bodymindinstitute.com.

*“Life is like riding a bicycle.
To keep your balance, you must keep moving.”*

Albert Einstein