



TITLE: From Good to Great: Small Changes  
That Transform English Lessons  
SPEAKER: SCOTT CROWE  
PRESENTATION TYPE: PLENARY

## Abstract

\*With 26 years of experience as the owner of successful English schools and a publishing company, the speaker will share hard-earned insights and creative techniques that take lesson planning and material creation beyond the basics. Even experienced educators will walk away with fresh, actionable ideas—simple yet often overlooked enhancements that can make lessons more engaging, effective, and natural. Learn how to build lessons around compelling narratives and how to incorporate words and phrases that native-speaking children actually use—tools that can help your students speak more fluently and confidently.

## Bio

\*Founder of a chain of English schools and a publishing company, Scott Crowe is an innovator and author of 21 textbooks. With over 25 years of experience, he developed Emotional Positioning, a story-based teaching method that fosters imaginative play and natural communication. His research focuses on how children use language in daily life and integrates phonological awareness and high-frequency word lists into curriculum design. Scott consults for schools across Japan and lives in Osaka with his family—still chasing the perfect karaoke night.