

## Katie Tuite

### *Empower Dyslexia*



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**K**atie Tuite set up her business Empower Dyslexia at her home in Tara, Co Meath, in February 2024 after leaving primary school teaching to focus on supporting children, parents and teachers dealing with dyslexia.

Katie had been a primary school teacher since 2009 and completed a Master of Education in Specific Learning Difficulties (Dyslexia) at DCU in 2019.

Empower Dyslexia's main aim is to support the self-esteem of children navigating primary school with dyslexia, while also helping parents understand their child's diagnosis and giving them practical ways to support them at home. Katie also provides training for teachers on how best to support children with dyslexia in school.

Katie was inspired to set up the business because there is no specific role for a dyslexia specialist within the education system. She had specialist training she could not fully use in schools and could see significant demand for support, with at least 10% of the population estimated to have dyslexia.

She started by setting up an Instagram page and advertising a parents' talk in a local community centre. Some of those parents then signed their children up for classes, and Katie began the classes with 16 children and three other teachers helping her.

The business now runs two separate classes, has expanded into school talks and summer camps, and has 44 children enrolled, with a waiting list for September.

Katie says the first parents' talk was a key milestone because it showed her what families needed and helped her shape the business.

She says ACORNS gave her confidence as a businesswoman after moving from teaching into self-employment, with the peer support and community proving invaluable.

Katie's plans include opening more classes around the country and securing funding so families can access her services at a lower cost, or ideally free of charge.

***Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.***



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