

**Axel Gudmundsson**

Director of Gifted Dyslexic and Synergy School  
Davis facilitator, Gift of Dyslexia workshop presenter  
Address: 2 Heron Circle, Kommetjie, Western Cape

With a college degree in arts, and a certificate for the Spectrum One-Year Course in Psychotherapy, Axel has a wide background in human development and creative industries, including graphic design, TV, and motion pictures.

In his early twenties shortly after graduation, he set up his first company, Mannraektin (Human Gym) in his native Iceland, offering a variety of human development courses, primarily focusing on workshops and products developed by himself for treating food addiction, inspired by the internationally successful 12-step programme of Overeaters Anonymous.

After a few years spent working in a variety of creative industries, including graphic design, feature films and TV production/broadcasting, Axel's next significant project was to co-found the publishing company Voxtur (Growth) for publishing human potential books. The first task of the new company was to translate and publish the international best-seller "Men are from Mars, Women are from Venus" by the American relationship expert Dr John Gray PhD. This book broke new ground in Icelandic book-publishing history by being the first self-help book to compete in the Icelandic general best-seller list. It went straight to number one on the overall national best-seller list in Iceland 1995. The next success was translating and publishing the tiny life-transforming book "The Seven Spiritual Laws of Success" by the internationally renowned spiritual guide Deepak Chopra. This was also a significant success, achieving number four on the overall best-seller list in 1996.

This is when Axel left Iceland to study humanistic psychotherapy at Spectrum in London, where he completed the Spectrum Counselling Course and graduated from the One Year Course in Psychotherapy. After completing three years of intensive psychotherapy training, Axel remained a member of the Spectrum Post-Graduate training, as well as being a member of an on-going men's Group and a couples' Group at Spectrum, until late 2008 when he moved to Cape Town, SA.

While training at Spectrum, Axel also qualified as a Davis dyslexia facilitator in 2002. He founded Gifted Dyslexic in 2004 after successfully introducing the Davis methods in his native Iceland, organising the one-year professional Davis training locally, resulting in over twenty licensed Davis facilitators now operating in Iceland, having great impact on how learning difficulties are viewed and treated. The Davis methods are now the leading approach in dealing with learning difficulties in Iceland and Davis Learning Strategies have been widely introduced in primary schools. GD is now beginning to grow in the UK into the same structure as Axel set up in Iceland, a centre and a nationwide booking agency for Davis programmes.

In December 2008 Axel began the process of emigration to Kommetjie, a small village in the outskirts of Cape Town, South Africa. He is passionate about promoting the Davis methods on a national level in South Africa, and has begun training as a Davis Autism Facilitator/Coach. Axel is also currently engaged in developing a new approach to teaching numeracy and fundamental maths, based on the Davis approach.

Along with Richard Whitehead, Axel was a part of the first "Gift of Dyslexia" workshop in South Africa held in Limpopo in June 2009, which was very well received, has given numerous talks on the Davis approach, both nationally and internationally. He has now started offering and presenting the Gift of Dyslexia workshop in South Africa, and has started preparations for offering the full one-year Davis training locally in South Africa.

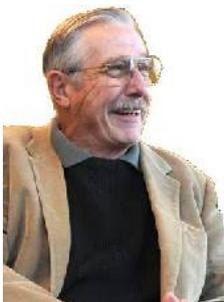
By amazing serendipity, when Axel started looking for a school for his daughter, he found one of the most cutting edge schools in the world, right on his doorstep in Kommetjie. He immediately got involved, and is now one of the owners, directors and a board member of Synergy School in Kommetjie.

## Employment history:

Business	Time	Position	Reason for leaving
Synergy School, Kommetjie	2010 to date	Director and board member	N/A
Gifted Dyslexic, London	2004 To date	Director and facilitator	N/A
Lesblind.com, Reykjavik	2003-2005	Chairman and founding director	Sold the business
Robert Taylor Design, London	1998-2003	Graphic designer	Founded Lesblind.com
Mitoo Ltd, London	1997-1998	Graphic and web designer	Went to R.T. Design
Growth Ltd., Reykjavik	1995-1997	Director, branding and advertising	Moved to London
Oddi Ltd, Reykjavik	1991-1995	Graphic designer	Founded Growth Ltd.
Mannraektin Ltd., Reykjavik	1989-1991	Founding director, programme designer	Went to Oddi Ltd.
Channel2 TV, Reykjavik	1987-1989	TV Producer (marketing)	Founded Mannraektin
Myndbaer Ltd., Reykjavik	1986-1987	Film and TV producer (adverts)	Went to Channel2
The Icelandic Film Co., Reykjavik	1985-1985	Production manager (feature film)	Production completed
Crank's Gronne Buffet	1984-1986	Kitchen assistant	Moved back to Iceland
Solborg pre-school, Reykjavik	1983-1984	Teaching assistant	Moved to Denmark
Reykjavik Social Dept., Reykjavik	1982-1984	Social worker	Moved to Denmark

## Education history:

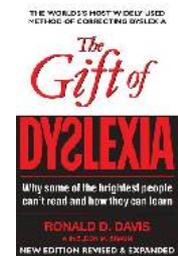
Institution	Time	Training/qualifications
Davis Dyslexia Association International	Currently in training	Davis Autism facilitator and coach
Davis Dyslexia Association International	2011	The Gift of Dyslexia workshop presenter
Davis Dyslexia Association International	2001-2002	Davis Dyslexia Correction facilitator
Spectrum Psychotherapy Centre, London	1997-2008	Professional development programme
FB Iceland Polytechnic College	1979-1983	Diploma in Art
Reykjavik Social Dept.	1981	Social worker training



### Ronald D. Davis

Author of the international best-seller *The Gift of Dyslexia*

Ronald Davis, profoundly autistic in childhood and severely dyslexic until the age of 38, made a personal breakthrough at that age, as a result of which he became able to read at college level within a matter of months. The Davis approach to dyslexia emphasises the visual-spatial strengths of dyslexic thinkers. Contrary to traditional thinking, it sees dyslexia as stemming from a talented way of thinking rather than from a disability.



The Davis view of dyslexia tallies with recent trans Atlantic research into correlations between dyslexia and success. A report published in December 2007 by Julie Logan, a professor of entrepreneurship at the Cass Business School in London, found that **over 35% of American entrepreneurs are dyslexic, and that dyslexics are twice as likely to own two or more businesses**. A book published in 2011, called *The Dyslexic Advantage*, explores this idea further from a scientific point of view.

The Davis methods are now the most widely used comprehensive dyslexia intervention methods in the world, with specially trained facilitators in more than 40 countries and over 30 languages.