



News

- Cambridge
- Ely
- Hunt'don/St Ives
- St Neots
- Newmarket
- Haverhill
- Royston
- Saffron Walden
- Video/Audio
- Picture Galleries
- Traffic Updates
- Travel
- Features
- National News
- Swine Flu
- A14 Campaign
- Messageboards
- Blogs
- Previous Polls
- Press Relief
- Letters
- Laughing Matters
- Junior News
- RSS Feeds
- E-Edition

Sport

- Cambridge United
- Histon
- Cambridge City
- Cambridge RUFC
- Cricket
- Racing
- National Sport

Cambridge News > News > Home > Schools hire £800-a-day motivational guru

Print page

Schools hire £800-a-day motivational guru

PUPILS got a lesson in the harsh realities of life when a motivational speaker was hired to tell them 'I don't care about you'.

Hundreds of students at Impington and Sawston village colleges were treated to the talk by Keith Warren, who charges £800 per day.



Keith Warren in action at Impington Village College

Mr Warren said: "So many kids go to school not very engaged, with the attitude that they're going because you say they have to, not because they want to do it. I get them to look at the bigger picture of what they want out of life.

"So many of them think someone will chip in and work things out for them, but I tell them 'I don't care about you'.

"It sounds harsh but they need to know that only they are responsible for their lives."

Rob Campbell, principal at Impington Village College, said it was the second time Keith had been in and he had proved popular with students. He said: "It's being directed at Year 11s who are in their final months here.

"There's a lot of pressure for them, so we wanted to get some outside support."