

The book is catching and now we need to deepen the **VISION**.

- continue growing teacher leadership
- elevate our hopes and dreams
- build synergies
- expand the network

-EQUITY- as an example of content that may (or may not) be on or off message.

[NOT CONFORMING] to message

[ORGANIZING AROUND MESSAGE]

Let's not let implementation fall apart due to lack of stories that reinforce the core message.

Our challengers have and maintain a **CORE MESSAGE**.

and dialogue and conversation

meeting needs & wants

... Should we track & display this visually?!

TEACHERPRENEURS

- What else is in the definition?
- What must we know?
- How do we sustain?
- What does it mean?
- what does it look like?

OPEN THE DOORS TO

- create demand
- elevate the skill
- clarify the definition
- identify other teachers
- honor your expertise - you are the core that spreads outward
- providing shared language for teacherpreneurism
- framing the book

TEACHERPRENEURS!

An idea whose time has come!

TEACHERPRENEURS!

Message Map

- key points
- core statements/defining message (does not change)
- supporting points (can change)
- includes:
 - teacher voice
 - teacher leadership
 - digital communities

Does our **core statement** make sense?

Message Map gives you a reservoir of insight for different audiences

3-D & organic message development is part of it, too

TELLING THE STORY

of the GOOD teachers... of the change agents... of the leaders.

Let's avoid wordsmithing

interactive tool to learn from collective experience

2-WAY CONVERSATIONS (with people who drink beer)

- prioritizing others' involvement
- solidifying our stories around Teaching 2030

change agents

risk-takers

advocates for the BIG vision

SOCIAL POWER

TEACHING 2030 TEAM RETREAT

Talking points ≠ Framework

Welcome!

What is teacherpreneurism?

- outside influences
- responsibilities
- meeting needs & wants
- professional expectations
- characteristics (intrinsic)
- opportunities & talent pathways
- visionaries
- living archives
- Directors of Learning Architect
- outside influencers & connectors
- roles
- designers
- knowledge brokers
- system thinkers
- talent maximizers
- bridge builders
- compensation (Not AFRAID to get paid)
- we are not the "hired help!"

TEACHERS ARE BORN, NOT MADE.

There are too many ways **OUT** and no way **UP**.

Teachers are eternal LEARNERS and they offer open-source software rather than proprietary products.

Make it possible to lift others as we climb.

DOING MORE with what we have.

Grade levels as a concept are ridiculous.

How do we avoid a type of "caste system"?

How will we model costs?

transform unions

broaden the community

communicate policies

In the short-term hybrid teachers working with teachers & students.

meaning you are **connected**; not divorced from the realities

you are in relationship with and embedded in the act of engagement

the defn. can't be so specific as to create a formulaic concept in the audience's mind

contributing to the broader field and still standing with the students

but not everyone will be a teacher-preneur

although that way of thinking will ultimately be the default.

Burst this myth!