

### PROBLEM #1

Many leadership programs do not properly prepare leaders.

### PROBLEM #2

Many teacher preparation programs do not properly prepare teachers.

### PROBLEM #3

Organization budgets are too small to affect change through traditional methods.

#### AS A RESULT THERE ARE...

- ✔ Disorderly and Unsafe School Environments
- ✔ High School Leader Turnover Rates
- ✔ High Teacher Absenteeism Rates
- ✔ High Teacher Turnover Rates
- ✔ Inadequately Prepared Teachers and School Leaders
- ✔ Students with Low Achievement

#### THE SOLUTION

- ✔ Exclusive EdGuru Articles on Topics with Minimal Research
- ✔ Lengthier Articles that Include Proven Effective Strategies on Topics Popular among Educators
- ✔ Videos Demonstrating Best Practices by Experienced Educators

#### REPEATED EXPOSURE WITH EDGURU:

##### 5 – 6 TIMES PER MONTH

- ✔ Minimal Research Articles (2 per month)
- ✔ Popular Topic Articles (2 per month)
- ✔ Videos (1 – 2 per month)

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#### ADDITIONAL BENEFITS OF EDGURU

- ✔ 24/7 Online Access
- ✔ Digital Products (No Software to Download)
- ✔ Less Expensive than Traditional PD Consultants
- ✔ Differentiated Professional Development