

TEACHING AND LEADING

WITH TODD WHITAKER



From bestselling author Dr. Todd Whitaker — must-have resources to help make your teaching life easier and your school leadership even more effective!



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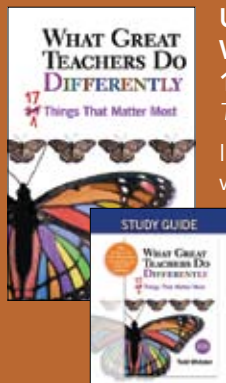
about Todd Whitaker



Dr. Todd Whitaker has been fortunate to be able to blend his passion with his career. He is recognized as a leading authority on staff motivation, teacher leadership, and principal effectiveness. His message about the importance of teaching has resonated with hundreds of thousands of educators around the world. Todd is a professor of educational leadership at Indiana State University in Terre Haute, Indiana. He has spent his life pursuing his love of education by researching and studying effective teachers and principals.

Todd is married to Beth, also a former teacher and principal, who is a professor of Elementary Education at Indiana State University. They are the proud parents of three children.

To learn more about Todd Whitaker, and to see him in action, go to www.eyoneducation.com.



UPDATED SECOND EDITION! What Great Teachers Do Differently: 17 Things That Matter Most *Todd Whitaker*

In the second edition of this best-selling book, you will find wisdom, advice, and inspiration from one of the nation's leading authorities on staff motivation, teacher leadership, and principal effectiveness. New features include meaning what you say, focusing on students first, and putting yourself in their position.
2012, 144 pp. • 7199-7 \$29.95
Study Guide: 7205 \$16.95

FOR CLASSROOM TEACHERS



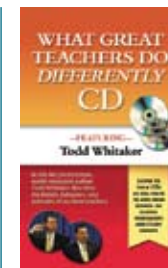
Seven Simple Secrets: What the Best Teachers Know and Do! *Annette Breaux and Todd Whitaker*

Practical strategies to change your life – in and out of the classroom! Great tips for classroom management, instruction, attitude, professionalism, and more!
2006, 160 pp. • 7021-5 \$29.95
Study Guide: 7066-2 \$16.95



Teaching Matters: Motivating and Inspiring Yourself *Todd Whitaker and Beth Whitaker*

Celebrate the teaching life! This timeless book focuses on job fulfillment and will help rekindle the excitement of the first day of school.
2002, 160 pp. • 635-7 \$24.95



What Great Teachers Do Differently Audio CD *Todd Whitaker*

In this 2-hour program, Todd Whitaker describes the beliefs, behaviors, and attitudes of our best teachers. Topics include the standard of greatness, random versus "plandom," building trust, and more!
2009, 7115-7 \$49.95



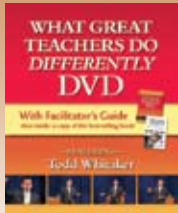
50 Ways to Improve Student Behavior: Simple Solutions to Complex Challenges *Annette Breaux and Todd Whitaker*

In lively and engaging style, the authors share 50 tried-and-true tips for increasing student participation and achievement. Learn how to establish rules, prevent problems, and what to overlook.
2010, 144 pp. • 7132-4 \$29.95
Study Guide: 7139-3 \$16.95

“The best thing about being a teacher is that it matters. The hardest thing about being a teacher is that it matters every day.”

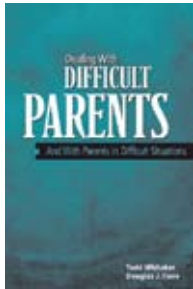
–Todd Whitaker

RESOURCES TO SUPPORT YOUR STAFF IN EVERY WAY!



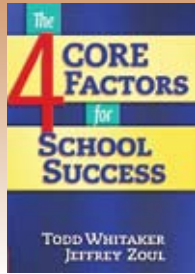
What Great Teachers Do Differently DVD and Facilitator's Guide
Todd Whitaker

This 2-hour DVD set includes a Facilitator's Guide, plus a copy of the best-selling book, *What Great Teachers Do Differently*. The 11-program DVD offers insights into "Making it cool to care," "Why do we care about 'great'?" and so much more! This is an excellent way to get your staff together for an in-school learning session!
2007, 7053-3 \$499.00 plus S&H



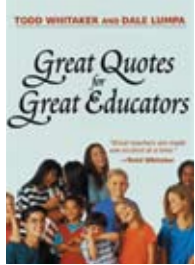
Dealing With Difficult Parents (and with Parents in Difficult Situations)
Todd Whitaker and Douglas Fiore

With this time-tested book you can help your staff develop a repertoire of tools to build credibility and ensure comfortable and effective interactions with parents.
2001, 176 pp. • 609-8 \$29.95



The 4 Core Factors for School Success
Todd Whitaker and Jeffrey Zoul

Communication, observation, relationships, and expectations. This book clarifies these core values and offers action-oriented strategies for your staff to use immediately.
2008, 160 pp. • 7090-7 \$29.95



Great Quotes for Great Educators
Todd Whitaker and Dale Lumpa

With over 600 insightful, witty nuggets of wisdom for educators, this book will motivate and inspire your staff to reach for the stars, every day!
2005, 209 pp. • 682-9 \$29.95



What Great Coaches Do Differently: 11 Elements of Effective Coaching
Rob Haworth and Todd Whitaker

This is the perfect book to encourage your coaching staff to greatness! It describes the characteristics for success and shows your coaches how to get there.
2010, 144 pp. • 7150-8 \$29.95



Feeling Great! The Educator's Guide for Eating Better, Exercising Smarter & Feeling Your Best
Todd Whitaker and Jason Winkle

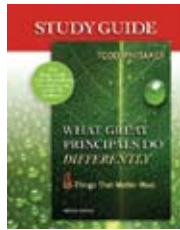
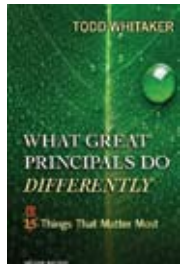
The perfect book to share with everyone on your staff – help them feel better, stay energized, and make the most of the time they have!
2002, 160 pp. • 638-1 \$24.95



“Parent involvement is unquestionably one of the most significant factors influencing student achievement. Is it not time to pay serious attention to it?”

–Todd Whitaker, *Dealing with Difficult Parents*

GREAT LEADERSHIP GOES A LONG WAY TOWARD SCHOOL IMPROVEMENT!



What Great Principals Do Differently: 18 Things That Matter Most, 2nd Edition

Todd Whitaker

Learn what specific qualities and practices elevate great principals above the rest and how you can implement each practice and lead even more effectively!

2012, 160 pp. • 7200-0 \$29.95

Study Guide: 2012, 7206-2 \$16.95



Leading School Change: Nine Strategies to Bring Everybody on Board

Todd Whitaker

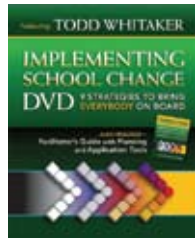
Make positive and immediate changes in your school with the support of your entire staff. This book shows you how! The Implementation Guide delivers a quick-start step-by-step plan to make change possible.

2010, 144 pp. • 7131-7 \$29.95

Implementation Guide: 7136-2 \$16.95

“Readers will definitely connect with this book. Day-to-day struggles are addressed and accompanied by solutions that are realistic.”

—James V. Davis, Principal, China Grove Middle School, China Grove, NC



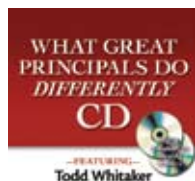
Implementing School Change DVD and Facilitator's Guide

Todd Whitaker

In this 2-hour presentation, Todd

Whitaker shows school leaders how to implement school change with full faculty support. Learn how to get total buy-in with nine practical strategies to everyone on board. Includes Facilitator's Guide.

2011, 7175-1 \$295.00 plus S&H



What Great Principals Do Differently Audio CD

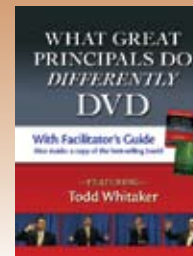
Todd Whitaker

Topics include leadership styles, the three kinds of teachers, repair and change, raise the praise and minimize

the criticize, and much more!

2009, Running Time: 2 hrs.

7117-1 \$49.95



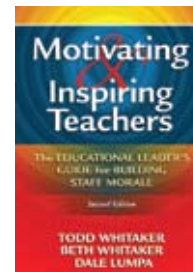
What Great Principals Do Differently DVD and Facilitator's Guide

Todd Whitaker

This 2-hour DVD set includes a Facilitator's Guide plus a copy

of the best-selling book, What Great Principals Do Differently: 18 Things That Matter Most, 2nd Edition. Whitaker engages a live audience with topics including leadership styles, three kinds of teachers, repair and change, and more!

2007, 7052-5 \$499.00 plus S&H



BEST SELLER! Motivating and Inspiring Teachers: The Educational Leader's Guide for Building Staff Morale, 2nd Edition

Todd Whitaker, Beth

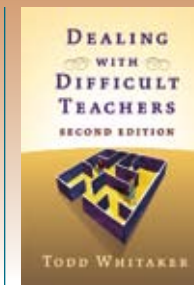
Whitaker, and Dale Lumpa

Filled with practical strategies to motivate your staff, improve their morale, maintain a high energy level, and much more!

2009, 272 pp. • 7103-4 \$39.95

“Every one of Todd Whitaker’s books has changed the perception and manner with which I guide my school. Truly inspiring!”

—Donald Merkel, Assistant Principal, Garland High School, Garland, TX



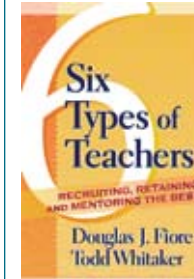
Dealing with Difficult Teachers, 2nd Edition

Todd Whitaker

Contains four new chapters on communicating with difficult teachers. Learn to eliminate negative behaviors

with tips on handling gossip, resistance to change, and more!

2003, 208 pp. • 645-4 \$29.95



Six Types of Teachers: Recruiting, Retaining, and Mentoring the Best

Douglas Fiore and Todd Whitaker

Sharpen your ability to hire better teachers, improve the

ones you already have, and keep your best and brightest on board. This book shows you how!

2005, 176 pp. • 685-3 \$29.95

Great Opportunity to Learn from Todd Whitaker!

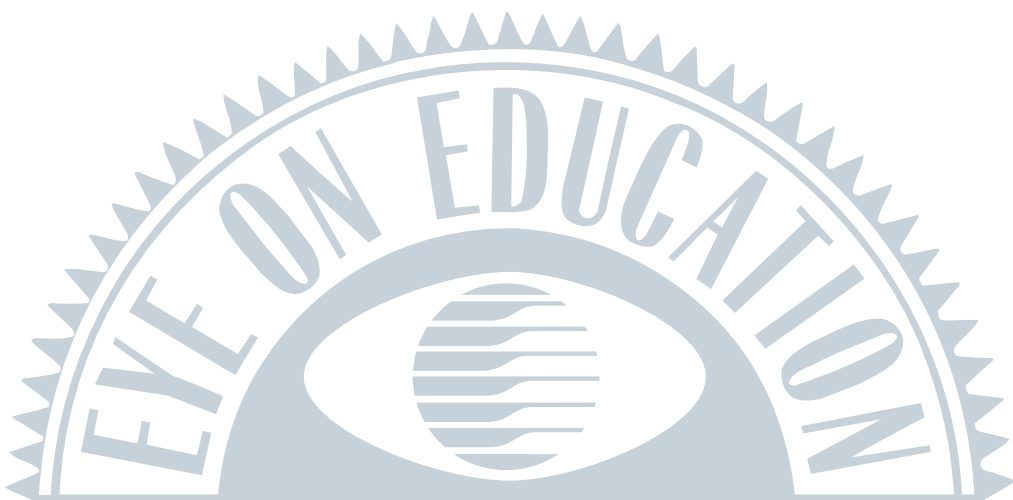
Special Introductory Offer: Save 10% on your purchase of any of Todd's books, recordings, or DVDs! It's easy—just use Discount Code TWN1FA with your order and you'll automatically receive a 10% discount off your entire purchase.



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