



The Principal: Three Keys to Maximizing Impact

Michael Fullan

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The author of *Six Secrets of Change* describes how and why the principal's role must change to maximize student achievement

*** FREE Professional Development Guide Included ***

Principals are often called the second most crucial in-school influencers (after teachers) of student learning. But what should the principal do in order to maximize student achievement? One of the best-known leadership authors in education, Fullan explains why the answer lies neither in micro-managing instruction nor in autonomous entrepreneurialism. He shows systematically how the principal's role should change, demonstrating how it can be done in short order, at scale.

- Reveals the three key roles that administrators must play in today's schools
- Explains how to choose the right versus wrong drivers of school success
- Filled with "action items" to help implement Fullan's program effectively
- Includes strategies that have been successfully field-tested in schools across the United States and Canada

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