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## Kick-off Speech/Memo

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The following **SPEECH/MEMO** assists you in introducing *THE MASTER TEACHER Weekly Pd PROGRAM* to your staff.

Date: [Month Day, Year]  
To: [Entire Staff]  
From: [Your Name]  
Subject: *THE MASTER TEACHER Weekly Pd PROGRAM*

You will be provided with your personal copy of *THE MASTER TEACHER Weekly Pd PROGRAM* again this year. *THE MASTER TEACHER Weekly Pd PROGRAM* has been one of the most widely used programs of individual teacher development for over 50 years. It holds to the highest standards of professional excellence and is highly rated by teachers in North America. It has a reputation for being committed to understanding and meeting the needs of teachers—and for being one of the most powerful advocates of teachers today.

*THE MASTER TEACHER Weekly Pd PROGRAM* gives you a special kind of help. Every week, you will receive a timely discussion on various topics of meeting teacher needs. The topics will include methods, techniques, and skills for research-based and results-oriented teaching, discipline, motivation, assessment, communication, professionalism, ethics, public relations, and building relationships with students, parents, and staff.

Each lesson offers practical, professional, and workable ideas you can use immediately. In addition, each lesson is aligned with tested best practices and research. You will find research citations at the end of each lesson. This program is designed to be used as you see fit, when you see fit, and how you see fit.

Before the year begins, you will receive a special brochure that contains a subject index to make each and every one of the 36 weekly messages more readily usable as reference material. (If applicable: You will also receive a library case for storing weekly lessons and building a professional library.)

One of the most important features of *THE MASTER TEACHER Weekly Pd PROGRAM* is that it's totally student-centered and focuses on our primary mission and objective: student learning. This is the educational philosophy we all adopted—one we must hold on to tightly to stay on course. *THE MASTER TEACHER Weekly Pd PROGRAM* is written in a straightforward manner, in plain language, and in a concise way and each issue is read and rated by teachers who have been chosen and honored as Master Teachers in their state. Each issue is designed to be read in a few minutes, saved, and reread in times of need.

*THE MASTER TEACHER Weekly Pd PROGRAM* can help you in your daily work with students, parents, and colleagues. And I hope that it will remind you of my concern for your personal and professional success, continuous growth, and happiness and satisfaction teaching in your school.

Please accept my wishes for a great year.

Respectfully,

(Your signature)  
(Your name)

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