

# Empowering teachers to light up every student

Every teacher. Every classroom. BetterLesson's PersonalizedPD delivers.



90% of teachers love PersonalizedPD and would recommend it to a colleague



98% of teachers feel this form of PD is truly personalized to their needs

## A personalized approach to professional development

### Envision and design a plan

During our Design Kickoffs, teachers name and prioritize their most pressing classroom challenges and design a plan to address them. Teachers leave with a tangible work product and immediately actionable next steps.

### Implement plan with coach support

We match each teacher with an expert coach to support the plan's implementation. In bi-weekly, virtual meetings, teachers discuss student successes and pitfalls while coaches leverage their experience to suggest alternative applications and new strategies.

### Track progress and reflect

As teachers work through their plans, progress is tracked in our digital app. The app records strategies tried, students impacted, teacher reflections and any uploaded artifacts of student work. It then aggregates the information into a comprehensive, online portfolio.

"The TeachCycle process assists in collecting and analyzing useful student data in order to effectively alter individual teaching practices to find maximum student learning in the classroom. Since every teacher is different, we are able to work with our own strengths and weaknesses."

**TIFFANY LAKE**  
High School Math Teacher  
Colorado

"Improving the professional practice of teachers is the greatest challenge in education today — yet teachers have been left on their own in seeking professional development opportunities to improve their practice. To date, PersonalizedPD has been the only true 'Systems Approach' to professional development that I have seen."

**DR. CHRISTIAN RIVARA**

Principal, Indian Trail Middle School, Illinois

"What I am most impressed with is BetterLesson's ability to build genuine relationships with our schools, enabling them to provide targeted professional services matching our unique needs and existing vision for personalized learning."

**DR. MELISSA SAUNDERS**

Director of Curriculum and Instruction, Manassas City Public Schools, Virginia

"On most PD days someone stands up front pummeling us with ideas and telling us what a highly effective teacher they were back when they were in the classroom. . . . [The BetterLesson coaches] were really wonderful about letting us know that they don't think they are perfect teachers. Their humility was what allowed me to participate openly in the sessions. Their confidence in the Better Lesson process is what has caused me to spend time this weekend looking through the online resources instead of just putting another PD folder in the back of my desk drawer."

**4TH GRADE ELA TEACHER**

Participating in PersonalizedPD

# The right coach for every teacher

Deeply experienced coaches matched to each teacher's instructional profile



**14**  
YEARS  
EXPERIENCE

**AFRIKA AFENI MILLS**

**K-12 Coach**

Afrika spent the early part of her fourteen year education career as an elementary classroom teacher. She later transitioned into the role of teacher developer, staff trainer, instructional coach, and, most recently, school administrator.



**11**  
YEARS  
EXPERIENCE

**JAMES DUNSEITH**

**Math Coach**

James has eleven years experience as a high school math and computer science teacher, first in the Bronx, then in Worcester, Massachusetts. Prior to becoming a BetterLesson coach, James was a member of the Gates Master Teacher Project.



**20**  
YEARS  
EXPERIENCE

**CHERYL BELKNAP**

**Science Coach**

Cheryl's journey in education began as an elementary teacher specializing in a multisensory approach, which led her to become a district consultant for this method. She later became the director of Education and Research programs at the Oceanarium at New Bedford before returning to schools as the Curriculum Director of the Atlantis Charter School system.



**11**  
YEARS  
EXPERIENCE

**JUAN MATOS**

**Blended Coach**

As a teacher in Boston Public Schools and then in New York City charter schools, Juan developed programs to support students, colleagues, and parents to harness the transformative potential of technology. He then worked as an instructional technology coach at Educate LLC, supporting teachers and administrators to develop and execute action plans around technology integration.