



Principal Matters: the motivation, courage, action, and teamwork needed for school leadership

Mr. William D. Parker

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Leadership is not easy. It requires motivation, action, and courage. *Principal Matters* is a great resource for motivation and practical strategies for principals or school leaders who want to invest in self-growth that leads to flourishing service, instead of burnout. William D. Parker offers insights from over twenty years of experience as an educator, and over ten years as a school administrator. You are invited to this one-on-one conversation to learn how to better understand your purpose, lead others, influence change, and successfully manage the challenges of school leadership. Whether you are an aspiring principal or leading your own building or district, you will find *Principal Matters* both inspiring and instructive. One reader called it, "Chicken Soup for the Principal's Soul!" Read ahead for insight into how to lead with courage, action, motivation, and teamwork! Here's some feedback from some others who recommend the book: "Will is a great storyteller, and his use of these connections makes this book easy to read but also memorable. His focus on 'purpose'—going beyond what you do in school—is something that all leaders should really consider if they are going to make a difference in both their professional and personal lives." –George Couros, Principal, founder of ConnectedPrincipals.com, and an Innovative Teaching, Learning and Leadership consultant "Will generously shares experiences from his personal and professional life to remind principals of the big picture as well as the small details that are essential to the success of our school communities...Being a school leader can be lonely work, as the role of principal is only truly understood by those who have served in the position. Mr. Parker has utilized his time occupying the principal's office to develop practical yet inspiring tips for administrators. I'm excited to politely steal many of his great ideas with my own students and staff this school year!" -Rachel Skerritt, Principal of Eastern Senior High School, a D.C. Public School. 2013 Principal Ambassador Fellow for the U.S. Department of Education "Will writes with passion, conviction and insight. This book will equip you with the tools you'll need to face the frustrations you're sure to encounter as an educator, while enabling to you find renewed purpose and meaning as you influence your students to be the best they can be." -Daniel Wong, author of *The Happy Student* "This book explains the why of school leadership, not just the how. If you want to understand the right motives for school leadership and the steps to being a successful principal, you should read, *Principal Matters* by William D. Parker." –Jon Gordon, author of *The Energy Bus* and *Soup* This book captures the essence of effective teamwork and leadership. A great read for school administrators!" –Annette Breaux, educator, co-author with Todd Whitaker of *The Ten Minute Inservice*

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