

The background is a vibrant collage of geometric and abstract patterns. It includes a grid of small black dots in the top-left, a large light green circle in the top-right, and various line-art shapes like triangles, circles, and rectangles scattered throughout. A dark grey rectangular frame is centered on the page, containing the main text. Inside this frame, there is a solid reddish-brown rectangle at the top center and a light green 3D cube on the right side.

# The Willie Spears Experience

Professional Development  
Tailored for your school

Presentations  
are  
specifically  
tailored

1. Digital citizenship
2. Online learning design
3. Equity and inclusion
4. Social-emotional learning and cultural competence
5. Professional learning communities
6. Esports
7. Augmented and virtual reality
8. Project-based learning
9. Creativity
10. Equality
11. Poverty



## Michelle Knapp High School Principal San Jose Prep

“We asked Willie to present as part of our teacher pre-planning in preparation for the opening of school. His presentation was incredible! His high energy, common sense approach really spoke to our teachers. The strategies he shared to help our teachers with virtual learning during the pandemic really helped our teachers who were apprehensive feel more at ease. By the end of the presentation, our staff was pumped up! They were feeling inspired and ready to tackle the school year.”

# Data Driven Instruction



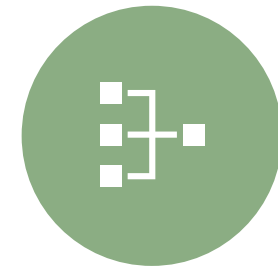
ASSESSMENT



ANALYZE



ACTION



SYSTEM



Anthony Brock  
Head of School  
Valiant Cross Academy  
Montgomery, AL

“Willie has a unique gift of captivating an audience. He has inspired me as an educator.”

# Observation and Feedback



ASSERTIVE REAL  
TIME COACHING



CONSISTENT  
EVALUATION



## Dodd Hawthorne Superintendent Alabama

“We gave Willie 30 minutes on the first day of our back to school in service. He was the perfect start to our two-day planning session. He used our data and our core values with great energy and enthusiasm. He reminded us of the importance of our job as educators. We should have given him more time.”

# Instructional Planning



MAP OUT EACH WEEK



SET KEY OBJECTIVES



DEVELOP LESSONS  
INTO TIGHT ACTIVITIES





Dr. Rene Henry  
Middle School Principal  
Utah

“I was so inspired by  
your speech. That is  
exactly what my  
faculty needed!”

# Culture Levels- Student Culture



EVERY MINUTE  
DEVELOPED



GOOD PRACTICES



Karen Smith  
Elementary Principal  
Arizona

“Wonderful job! I  
totally agree with  
the importance of  
building  
relationships!”

# Culture Levels- Staff Culture



SET THE  
VISION



HIRE THE  
RIGHT PEOPLE



LOOK FOR  
SIGNS



BE  
INTENTIONAL



Betty Ojaye  
Executive Director  
Navajo Prep  
Farmington, New Mexico

“We brought The Willie Spears Experience to our back-to-school orientation for staff, and it did wonders. The faculty and staff are soaring like Eagles! We are living up to our mascot!”

# Culture Levels-Leader Culture



COACH ON  
MEETING QUALITY



TRAIN



GIVE FEEDBACK



EVALUATE



## Cindy Tyre Elementary Teacher

“We saw Willie every year at the Bay County Reading Association Conference. We always attended his session. He gave us a blueprint and game plan to use each school year. His presentations were innovative, refreshing and always entertaining.”

# Instructional Planning



MAP OUT EACH WEEK



SET KEY OBJECTIVES



DEVELOP LESSONS  
INTO TIGHT ACTIVITIES





# Greg Wilson

## Educator

### Augusta, GA

“We had Willie speak at several schools in Augusta to faculty and staff. One woman had a truly emotional experience after his presentation. She did not want to come to the faculty meeting initially but changed her mind after hearing his presentation. She said his words gave her a new passion for teaching.”

# Professional Development



**NEEDS BASED**



**MODELING**



**APPLICATION**



Dr. Cheryl Evans  
University President  
Northern Oklahoma  
College

“Willie can entertain, motivate and teach important messages that young and old need to learn. Having Willie on campus was worth the time and investment. I recommend you invite him too.”

# Essential Elements

Celebrations

Consequences

Joy Factor

Professionalism



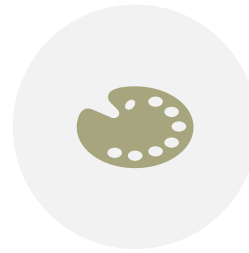
## Roderick Denetso Educator

“Mr. Spears spoke to Superintendents and Principals at the Four Corners Education Conference. I oversaw the evaluation survey of Mr. Spears as our speaker. There were hundreds of educators at the conference and almost all of them gave Mr. Spears a 5 out of 5 for his presentation.”

# Essential Components



Build Schedules



Be Creative



Be an Encourager



Cleanliness

WWW.WILLIESPEARS.COM

