



CREATING VALUE THROUGH PARTNERSHIPS

2017 AESA Summer Leadership Conference

Mike Soules, Corwin President

Learning Intentions

- That you will know me
- That you will know the Corwin story
- That you will understand our partnership principles
- Ask any question you want
- That we will have fun!

Success Criteria

Tomorrow, as you collaborate with each other to imagine ways to extend your impact with a business partner like Corwin, you will have confidence in us and evidence from your colleagues to help chart a course forward

Who is CORWIN?

- Founded in 1990
- Private
- Publish and represent the “Who’s Who” in Ed
- Transformation – beyond the book
- An incredible team
- Exit Strategy

To be the Global Leader in Professional Learning for Educators Throughout their Journey

Corwin has one mission: to enhance education through intentional professional learning.

We build long-term relationships with our authors, educators, clients, and associations who partner with us to develop and continuously improve the best, evidence-based practices that establish and support lifelong learning.

MISSION STATEMENT

OUR BELIEFS

- We believe that **all** children can learn—and that all means **ALL**.
- We believe that educators are professionals who need opportunities for professional learning and time to collaborate with peers and experts.
- We believe that education is the cornerstone of a just, stable, and thriving democracy.

PARTNER

VENDOR



Collaborative



Focused on Outcomes



Open-ended and Flexible



Transactional



Focused on Deliverables



Specific and Time-bound

What
would you
do?

- AMAZON

Perspective: Business Benefits to Partnering



CREATE VALUE



ACCESS



RELEVANCE



SOLVE A PROBLEM



COMPLEMENT STRENGTHS

15 Years of Work With AESA



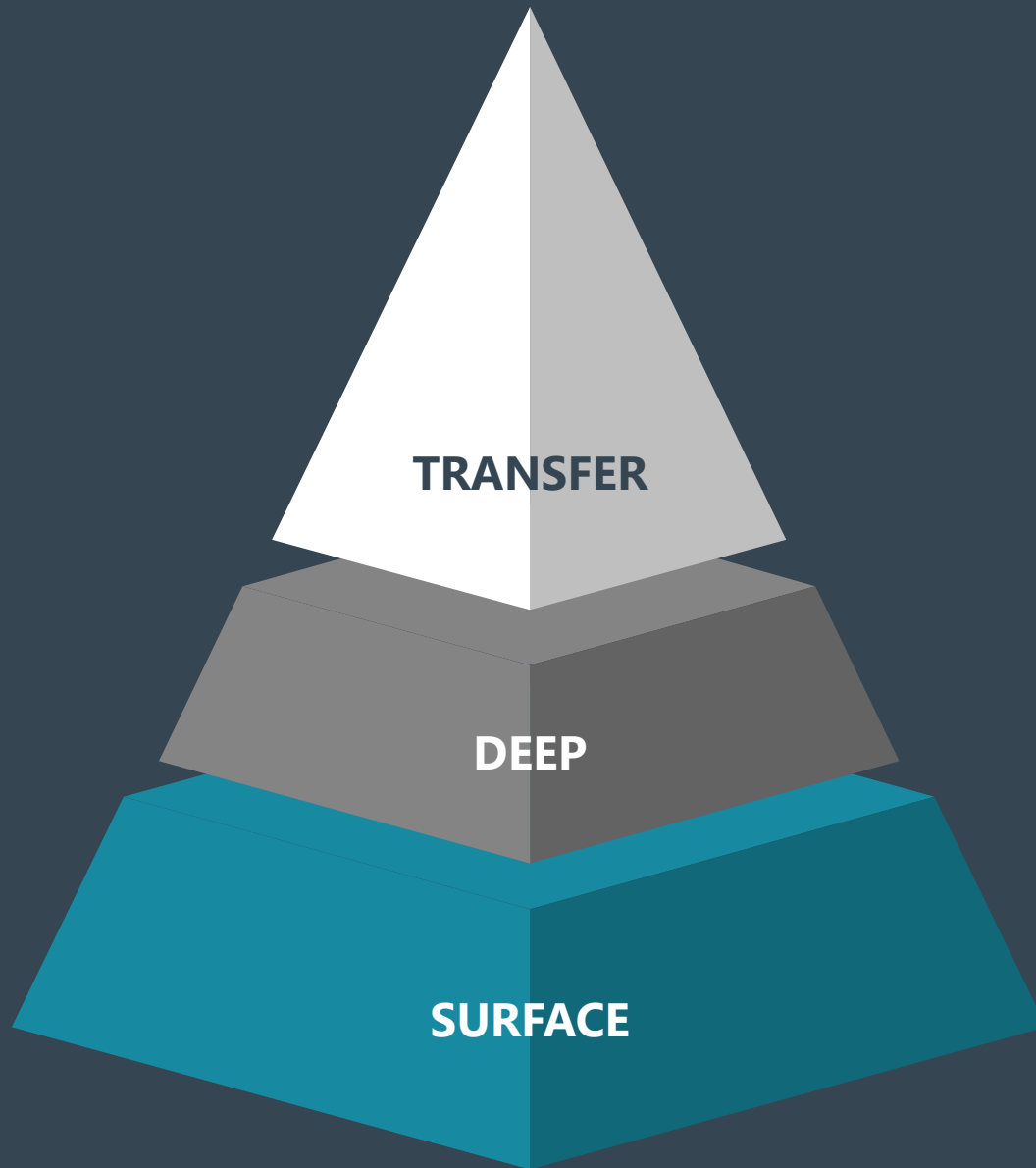
Laureate Education
Vice President



Teachscape
General Manager



Corwin
President



TRANSFER

DEEP

SURFACE

GROWTH THROUGH PARTNERSHIPS

1

AESA Business Partner
(2010) FRIEND

2

RESA's Common Core
(2012) CONSULTING

3

Southwest Arkansas Education
Cooperative
INSTITUTES (2013)

4

Ventura County Office of
Education (CA)
Launch Visible Learning (2013)
APPROACH

1003
%



Consulting Revenue
(2013-2016)

13%

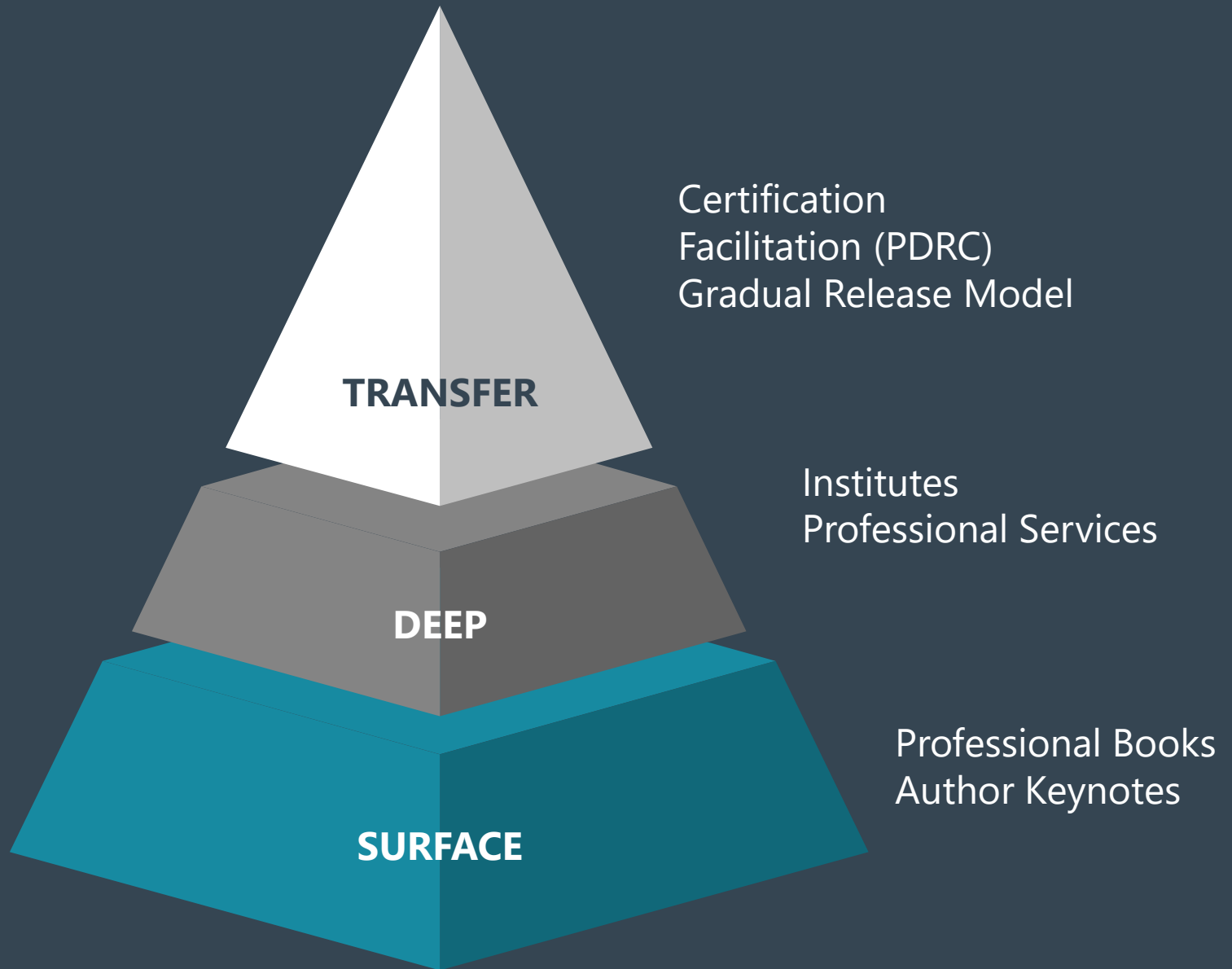


Book Revenue
(2013-2016)

708%



Institutes Revenue
(2013-2016)

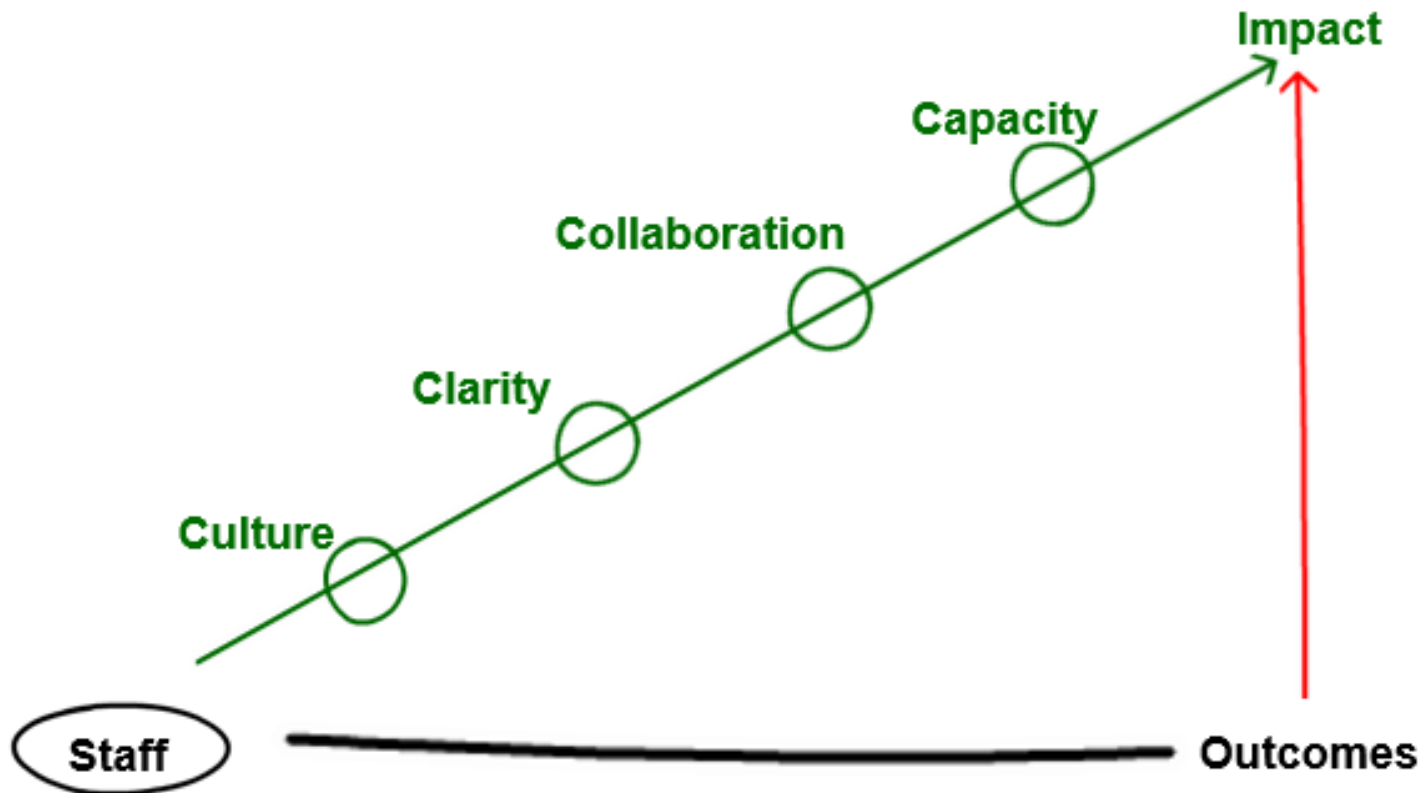


Gradual Release?

Does the partner have :

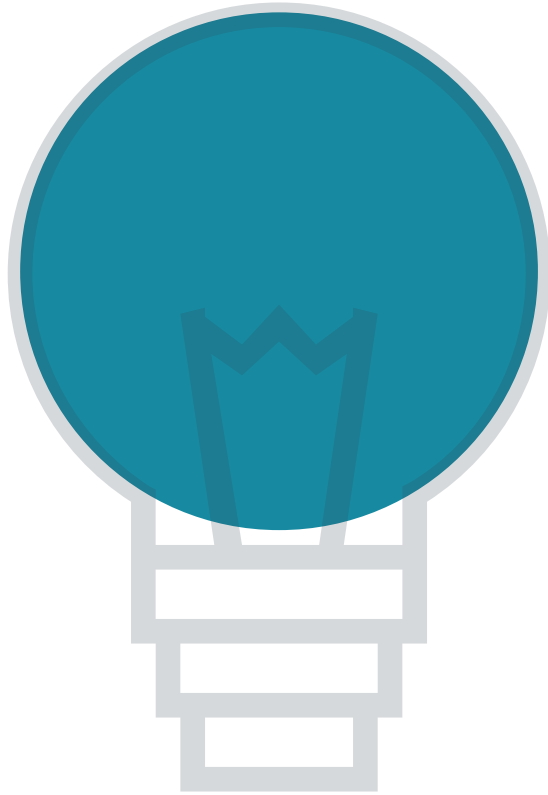
- Better Capabilities
- Better Information
- Same objectives
- Glocal Presence

CREATING AND SUSTAINING CHANGE



Question = ESSA

Impact



**WHAT
BIG
QUESTIONS
DO WE ASK?**

Some Big ?'s

- Why are we better together?
- What are we trying to do?
- How will we know we did it?
- Do we have joint accountability?
- Who is the owner/champion/decision maker?
- Did we ask all the hard questions?
- Is it a priority?
- Will it be profitable?

Big ?'s

- Where are we now?
- Where are we going?
- How are going to get there?
- Why going there together makes the most sense...



**A history of success -
TOGETHER**



WE RISE BY
LIFTING OTHERS.

ROBERT INGERSOLL



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