

# The Teich Group

Strategic Marketing and Sales for K-12 Publishers

## The Thing that Binds us to Each Other in the K-12 Industry

Annie Galvin Teich · Friday, April 13th, 2012



Everyone in the education industry has experienced it. Those who leave the industry eventually come back because they miss it. Competitors sit on panels together and share what they know because of it. Most associations depend on it to stir their memberships into active engagement, and every school has teachers and administrators that live and breathe it every day.

No matter where we work inside the industry - educator, vendor, policy makers or advocates, we share a passion for learning that propels us to make a difference for today's students.

Although there are certainly people and companies that become wealthy in the K-12 world, accumulating wealth is not the driving force that brings us together nor keeps our interest over the course of a career.

We want to light a fire inside students and help them develop a love of learning that carries them throughout their lives. This desire to create positive outcomes for students exceeds our desire to make a living. If it didn't, we'd all be doing something different, because the challenges are mighty.

But, of course, the rewards are huge. There is nothing more exciting than seeing students take responsibility for their own learning, develop their road maps and tool kits and set out on their own personal journeys ready to make a contribution to the world.

Do we want this for all students? Absolutely. Is it achievable? Because we believe in the power of education, we carry the hope that we can impact their lives early enough; in as robust a way as possible to set them on the path of continued learning. Are we 100% successful? No. But it is the hope that we can successfully influence most

students that we take to work every day.

This passion and commitment to make a difference in students' lives, is the thing that binds us together - no matter what role we play in the K-12 world.

***What is it that gets you up every day and brings meaning to your life in education?***

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