

IMPACT PROFILE



“Michael brought a fresh perspective that helped distill our message to multiple constituencies. He was a terrific asset for a startup organization!”

ELLEN WOOD
Director, Teaching Trust

TEACHING TRUST
Developing the Mastery and Mindset to Transform Schools

Improved Teaching Trust's ability to recruit program participants and donors by crafting messages that were appealing and impactful.

EDUCATING THE EDUCATORS

Teaching Trust is dedicated to improving the quality of education in Dallas area schools. Only 10% of graduates from economically-disadvantaged high schools in the area are ready for college—but Teaching Trust has started to change that depressing statistic via programs that train school leaders, and programs that improve school policy. One of the organization's first initiatives was a new master's degree program in Education Leadership, launched in partnership with SMU. To get things rolling, a website needed to be created, presentations generated and new leaders recruited to the master's program—all in a very short time frame. So Teaching Trust turned to Executives in Action (EIA) for help.

EIA matched Teaching Trust with Michael Kleiman. With 20 years corporate marketing experience—much of it focused on strategy, as well as developing value propositions that are easily understood and impactful—he was quickly able to start developing a marketing plan that emphasized messaging and positioning. Within a month, Michael drafted the marketing plan and helped Teaching Trust refine their story. Today, the new website is up, and recruiting for the Master's program is in full swing.

\$625
EIA INVESTMENT

10-to-1
INITIAL ROI

\$7,000
MARKET VALUE OF
EIA CONSULTING