



## JENNIFER GONZALEZ

“TO STAND BEFORE CHILDREN IS A RARE PRIVILEGE. IN EVERY MINUTE WE SPEND TOGETHER, THEY WILL LEARN SOMETHING. LET’S MAKE IT GOOD.”

National Board Certified Teacher, author, and Editor-in-Chief at Cult of Pedagogy, Jennifer Gonzalez blends her broad pedagogical and technical knowledge, down-to-earth honesty, and sense of humor to deliver inspiring keynotes and practical lectures and workshops.

In her everyday work, Jennifer digs into the topics most teachers don’t have enough time to study deeply on their own: teaching methodology, classroom management, learning theory, and educational technology. Then she extracts the most valuable information from it all and shares it with teachers so they can run with it.


Because every event is different, Jennifer will customize a package of services for your unique needs, including resources your group can continue to use long after the event has come and gone. **All offerings can be presented remotely via videoconferencing software.**



# PROGRAM OPTIONS

All of the topics on the following pages can be offered in different formats, depending on your needs.

- **Keynote:** This is a simple presentation with no audience interaction. Additional time can be added at the end for audience Q&A.
- **Workshop:** The topic is presented with more interactivity, where intentional stopping points are built in to give the audience time to work in small groups on various discussion topics related to the presentation.



All presentations come with a digital download summarizing the session's key points and providing links to more resources online.



## TOPICS

### **GOING FOR FLOW: WHY WE NEED DEEP WORK, AND HOW WE CAN GET MORE OF IT**

**NEW** Keynote: 45-60 min | Workshop: 90 min

Teaching well requires so much mental energy. But the culture of most schools has put us in a constant state of distraction. As we build years of experience, we accumulate expertise in our fields, but we rarely have the time to shape it into any kind of sustainable contribution; we're just too busy simply getting through each day.

Meanwhile, our students are having a similar experience: overwhelmed and constantly distracted, the world is spinning around them at breakneck speed, and for a lot of our students, this is creating anxiety, depression, and an inability to focus.

One solution to this is to reshape our school culture to prioritize *flow*, a state in which one gets so involved in an activity that time almost disappears, and *deep work*, uninterrupted time to concentrate and focus on cognitively demanding tasks. In this session, we'll consider why flow and deep work are so important, explore strategies for making more time for both in our schools, and do some dreaming about what this shift could look like for ourselves and our students.

### **THE SYMBIOTIC CURRICULUM: WHERE "REAL LIFE" AND SCHOOL ARE THE SAME**

Keynote: 45-60 min | Workshop: 90 min

For generations, many of our schools have operated apart from the communities that surround us. We prepare students for the "real world" without giving them real access to it. We seek expertise from textbooks and websites, missing the wealth of resources right down the street. We experience the consequences of community problems but rarely see ourselves as the ones who can solve them.

Now the world has changed: School has been brought home, improvisation and change are a daily occurrence, and communities have had to think critically about the value of education and how best to make it happen. Now more than ever, we have an opportunity to break with tradition and create a symbiotic relationship between school and community: tapping into local resources, solving local problems, and becoming truly active citizens of our communities. By hearing the stories of teachers and students who have done just that, we'll be able to imagine the possibilities for all schools.



## TOPICS

### **THE AERODYNAMICS OF EXCEPTIONAL SCHOOLS**

*Keynote:* 45-60 min | *Workshop:* 90 min

In any school, just as in air travel, four forces work to affect our progress: *lift*, the tools we select to meet student needs; *thrust*, the energy and enthusiasm we put into improving our practice; *weight*, the raw materials we have to work with—socioeconomics, budget constraints, student readiness; and *drag*, the resistance to change from colleagues, students, and parents.

When we try to improve lift through new initiatives, our excitement can be dampened when we meet the forces of *weight* and *drag* that await us in our schools.

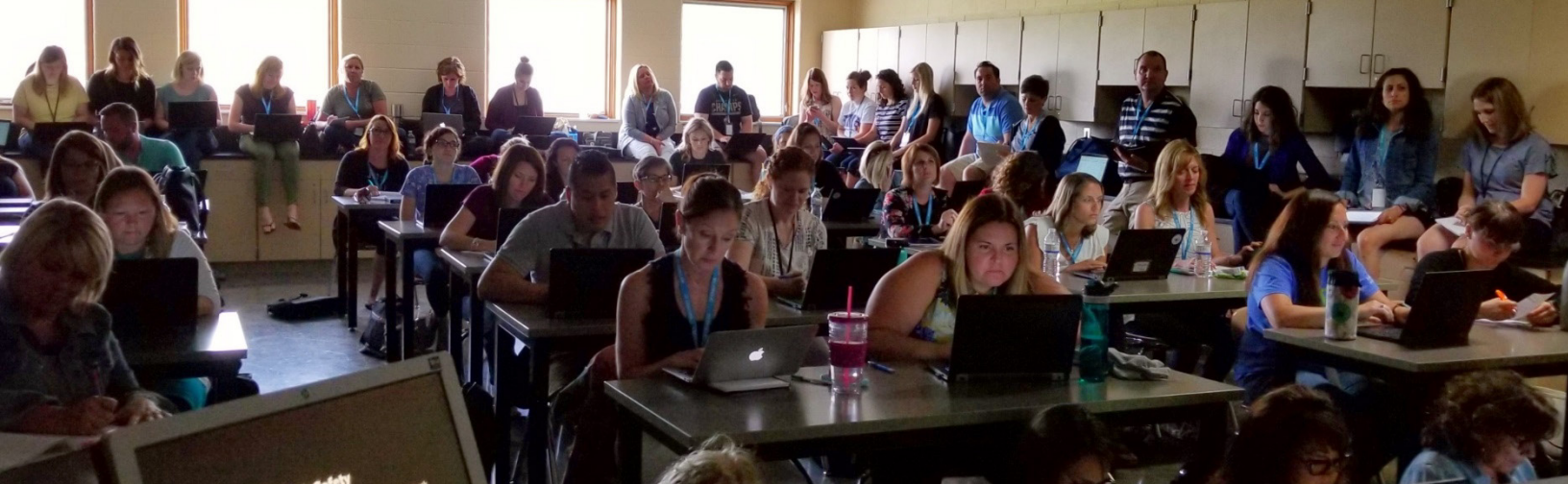
What's missing is *thrust*: We know what it's going to take to improve our schools, but we have to get better at convincing other stakeholders to get on board. Lessons from change management theory and advice from teachers who have been there will give us the tools we need to encourage our colleagues, get buy-in from students and parents, and make our schools truly exceptional.

### **4 LAWS OF LEARNING (AND HOW TO OBEY THEM IN YOUR LESSONS)**

*Keynote:* 60-90 min | *Workshop:* 120 min

What really makes a difference in teaching? There are many factors, like relationship building, that have a powerful impact, but when it comes to planning lessons—that 45- to 90-minute block of time we set aside for instruction—what activities actually move the needle on learning?

This session explores four rock-solid truths backed by research on how people learn. These laws apply to every subject area and grade level, and if you follow them when planning lessons, you'll be a lot more likely to make some real learning happen for students.



## TOPICS

### **DESIGNING QUALITY CLASSROOM DISCUSSIONS**

**NEW** *Keynote:* 45-60 min | *Workshop:* 90-120 min

What does it take to conduct a good classroom discussion? Why do we have discussions at all? In this session, we will explore the benefits of classroom discussions, actionable tips for planning discussions that work well, and a collection of discussion formats that get everyone talking.

In the keynote version, the discussion formats will simply be presented to attendees. In the workshop version, attendees will participate in short discussions using each of the formats.

### **START AT THE END: APPLYING BACKWARD DESIGN TO CLASSROOM TECH**

*Keynote:* 60-75 min | *Workshop:* 90-120 min

How do we avoid getting distracted by the "shiny objects" of tech and stay focused on learning? One way is with backward design. Using examples from different content areas, we'll look at how teachers can first clarify what students should know or be able to do by the end of a learning cycle, then choose the experiences and technology that will get them there.

### **CULTIVATING A HEALTHY CLASSROOM CLIMATE**

*Keynote:* 60-75 min | *Workshop:* 90-120 min

The emotional climate of a classroom significantly impacts students' academic achievement. If you struggle with classroom management, unmotivated students, or lessons that just don't go well, the problem might have something to do with climate. This session examines five factors that affect classroom climate — teacher mindset, relationship building, academic safety, inclusiveness, and classroom design — and offers specific ways you can make improvements in each area.

### **SUPPORTING STUDENT READERS AND WRITERS IN EVERY CLASS**

*Keynote:* 45-60 min | *Workshop:* 90 min

Teachers in all subjects are expected to support student reading and writing. In this session, we will explore why students need literacy in every class, the misconceptions that keep teachers in non-ELA content areas from effectively giving literacy support, and the surprisingly simple strategies teachers can use to support student reading and writing in any content area.



MY NEWEST OFFERING

## GROUNDED TOGETHER

a faculty experience to strengthen professional community from the inside out

**Grounded Together** is a carefully designed, in-person, one-day faculty experience that helps educators reconnect, surface collective expertise, and build the kind of professional community that strengthens everything else. Each activity is intentionally sequenced to increase psychological safety while remaining professional, practical, and relevant. A typical day includes:

- A brief opening keynote to set the tone for the day
- Structured small-group conversations to deepen collegial connection
- A “Strength Marketplace” that surfaces hidden expertise within the staff
- Protocol-based discussions of real instructional or professional challenges
- Opportunities for faculty to identify collaboration partners and next steps
- A closing commitment process that translates insight into action

The experience is especially impactful for schools that have experienced turnover or staff changes, are launching new initiatives and need stronger collaboration, want to improve faculty morale and reduce isolation, need time for staff members to reconnect after difficult seasons, or just want to begin the year with intentional community-building.

[Learn more about Grounded Together here.](#)



## TESTIMONIALS

As someone who has attended a number of professional development conferences around technology, it's not often I walk away from a session with new ideas. Jennifer's session was informative and I left feeling inspired with fresh ideas I could take back to the districts I work with. Her suggestions were applicable and she gave classroom examples that illustrated how technology could be used in meaningful ways. I loved learning from Jennifer and can't wait to attend another one of her events!

**Stacey Schuh**

Executive Board Member, MACUL

I can't recommend Jennifer Gonzalez enough as a speaker and thought leader. We featured Jennifer as a speaker to our community of over 50 million teachers and the feedback was overwhelmingly positive. Every pathway she shared got an "I love this" reaction from the audience. In particular, Jennifer stood out by providing actionable and practical tips teachers could take back and implement tomorrow. Jennifer's talk was truly a dream PD for educators!

**Ashley Williams**

Global Teacher Community Lead, ClassDojo

Jennifer Gonzalez always brings her best to the table. She was a thoughtful planner and an organized presenter who delivered the perfect message for our event. Our objective was to refresh teachers and provide them with tools to construct classrooms that are based on sustainable practices, student-centric instruction, and a focus on well-being. In addition to enjoying her keynote, our audience members took away easy-to-follow instructions.

**Kris Szajner**

Marketing Manager, Seesaw

Jennifer was a tremendous addition the NWAIS Fall Educators Conference. She was a wonderful partner from the time of engagement through the event. Her communication and responsiveness helped us to be confident that she understood and integrated the goals of the event. Her name recognition and work through Cult of Pedagogy helped to support enthusiastic attendance and participation and her content was widely applicable and well received by attendees. Finally, her organization and follow-up ensured we were able to wrap up quickly. We enjoyed the entire process of partnering and recommend Jenn as a keynote speaker without reservation!

**Emily McGrath**

Associate Director, Northwest Association of Independent Schools