

# Right From the Start

Finally, clear guidance on how to design programs that lasts

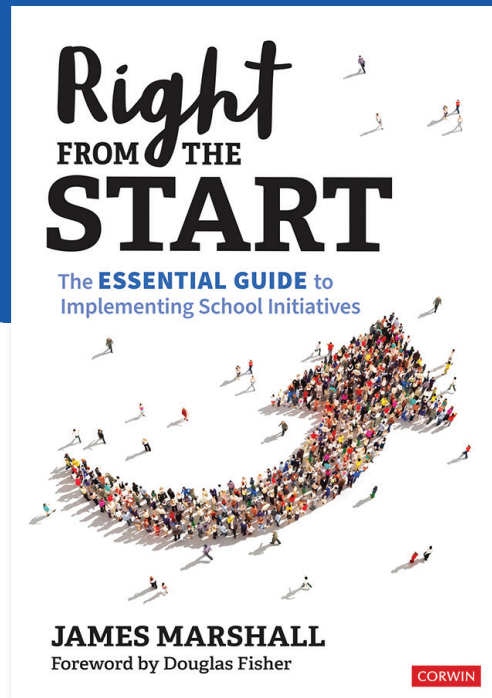
## James Marshall

How many initiatives start with great fanfare only to end up accumulating dust on a shelf? *Right From the Start* tackles this challenge head on by offering a reliable, evidence-based implementation process. With upbeat clarity, this book examines the meaning of initiative, provides an intuitively sequenced structure and eagerly shares a vast array of tools. This is quite simply the book all veterans wish they had years ago.

Drawing on Marshall's thousands of hours evaluating educational programs, this guidebook walks through the entire process of implementation, from needs assessment (more important than you think!) to evaluation—while providing strategies that yield predictable results. Organized to allow for reading cover to cover or to focus on a particular stage, the book includes

- Tools for analysis so you can effectively determine where you are and what you need
- Opportunities for self-assessment and reflection
- "Tales from the field" to help you avoid pitfalls and glean best practices
- Discussion questions for professional learning communities

Every educator and policy maker has ideas and knows exactly what will improve their school. That's the easy part. But does the solution really fit the need of the school? Do the school players have the commitment or readiness to venture forward? To get it right the first time, apply Marshall's model of implementation in your school.



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## FIVE STAR REVIEWS



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—John Hattie

*Emeritus Laureate Professor,  
University of Melbourne and Co-Director  
of the Hattie Family Foundation*