

ASSOCIATE

## MARK ANDERSON

*“The secret of great teaching is you always do your best for your learners – that’s it!”*



*“My philosophy with ICT has always been that I firmly believe that our lives can be made better with it”*

*Perfect ICT Every lesson*

Mark calls himself a ‘learning evangelist’ and from the range of experience he has across many areas of school improvement and learner engagement, you can see why.

Despite being in demand for his advice and views on what makes for good teaching and learning – plugged or unplugged - it is in the effective implementation and application of learning technologies where Mark first made his name.

An experienced teacher, former assistant head teacher responsible for e-learning, award-winning blogger, Apple Distinguished Educator and a Google Certified Teacher, Mark’s philosophy is that learning technologies are a means by which learning can be enhanced for all, regardless of the classroom, the teacher and the learner. But you do need to do it right.

For Mark, technology has the potential to make everything different. But it also has the potential to change nothing. As he says about his approach to education and technology in his most recent book on iBooks, *More Ed, Less Tech*:

*“It will ask you to take a moment to think more carefully about the teaching and learning and the educational thought leadership behind your choices in using technology. To use it not because it is cool, but because it will positively impact upon learning outcomes. So that you think more about education and less about technology.”*

Through his online presence, his public appearances and his popular book for the Independent Thinking Press, *Perfect ICT Every Lesson*, Mark has a growing reputation for being the man you most need to work with when it comes to ensuring the money and effort you put into your technology projects actually make a difference to the learning.

Mark has over twenty years’ experience as a teacher and middle leader as well as leading projects looking at motivation and engagement in the classroom, raising achievement across the school and working to bring the best out of middle leaders - ‘leading without a title’ as he calls it.

Some of the areas Mark has worked on most recently include:

- Effective questioning and differentiation
- Primary Maths curriculum
- Student Digital Leaders
- Effective technology deployment
- Engagement through purposeful use of technology
- Raising literacy standards with blogging
- Creativity to raise achievement

Themes from some of Mark’s recent events include:

- NQT development
- Raising standards through technology
- Whole-school technology strategy

- Developing capacity from within
- Developing skills as modern educators

On top of that he is an engaging international speaker and trainer who knows how to connect with an audience at their level, whatever the topic.

Recent feedback from happy clients about Mark have included:

*“Thanks to you for an engaging, fun and informative presentation, great to hear from a voice of experience”*

*“Found your session really useful. I’ve been really inspired and has opened my eyes to the true potential!”*

### Books written by Mark Anderson:

- *Perfect ICT Every Lesson*
- *There is Another Way* (contributor)
- *Don’t Change the Light Bulbs* (contributor)

Mark has been with Independent Thinking since October 2013

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for more information.