

# RethinkEd Messaging Guide

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## 1. About this Guide

This messaging guide aligns the RethinkEd team around a unified platform narrative and differentiated story that connects every product under one purpose: **to help every educator support the Whole Child and every learner reach their full potential.**

Its goal is to ensure that every message we share reinforces a single, clear idea of **what RethinkEd stands for and why it matters now in K-12 education.**

Through feedback from the GTM team, two key challenges emerged:

1. We often lead with products instead of the problems they solve, missing opportunities to connect with buyers' most urgent needs.
2. Our platform story isn't fully cohesive. Each suite is strong individually, but we lack a unifying narrative that explains how they work together to deliver a Whole Child solution. Because of this gap, we do not convey:
  - a. How we help districts teach and intervene in ways that are targeted, consistent and measurable.
  - b. How RethinkEd brings together all the pieces districts need to achieve true whole child success, data visibility, skill development, intervention delivery, and staff wellbeing in one unified platform.
  - c. How instead of juggling disconnected tools, districts can use RethinkEd to connect insights to action through one single platform/MTSS framework.

This framework addresses both issues by grounding every message in **buyer pain** and linking each RethinkEd product to a **single, connected platform story.**

The guide establishes a unified foundation for RethinkEd's positioning and messaging, connecting the platform narrative with product-level differentiation so that every conversation begins with the district's challenges, not our product list. It begins by defining the market context and the challenges districts face today, then introduces the RethinkEd platform as the solution, followed by individual suite overviews and key differentiation pillars.

This is an internal, strategic foundation, rather than polished marketing copy. It's designed to guide how we **think, speak, and write** about the platform, its value, and the educators we serve.

## 2. The Challenges Districts Face Today

K-12 districts are navigating one of the most complex and high-pressure moments in education. Student needs are increasing, educator capacity is decreasing, and fragmented systems are making it harder to deliver consistent support.

## **1. Student Needs Are Growing and More Complex**

- **Behavioral and mental health concerns are at historic highs.** One in five students has a diagnosed behavioral or mental health condition, and many more struggle with unaddressed emotional challenges.
- **Chronic absenteeism and disengagement are rising.** Attendance rates remain below pre-pandemic levels, particularly among vulnerable populations.
- **Academic recovery is lagging.** Despite intensive efforts, many students continue to show gaps in literacy, math, and executive functioning skills.

## **2. Educators Are Stretched Thin**

- **Burnout and turnover are accelerating.** Teachers, counselors, and special educators are leaving faster than schools can replace them.
- **Initiative fatigue is real.** Educators are being asked to do more, with new programs, new compliance requirements, and limited time to implement them.
- **Professional learning often feels disconnected from daily reality.** PD tends to be abstract or one-size-fits-all, leaving educators without practical tools they can use tomorrow.

## **3. Systems Are Fragmented and Disconnected**

- **Districts are juggling dozens of point solutions.** One tool for behavior, another for SEL, a separate system for MTSS, special education, and professional development.
- **Data lives in silos.** Without integration, it's nearly impossible to see the full picture of a student's needs or measure what's working.
- **Educators bear the burden.** Teachers and administrators are left to stitch together disparate systems, losing time they could spend supporting students.

## **4. District Leaders and Administrators Are Under Mounting Pressure**

- **District leaders face growing accountability demands.** States, boards and communities expect measurable improvement across academics, behavior, and wellbeing, and proof that every dollar spent is driving results.
- **Funding is tightening.** With ESSER dollars expiring, district leaders must identify sustainable, multi-year solutions that consolidate tools and budgets without sacrificing results.
- **School administrators** feel that pressure daily. Principals and building leaders are tasked with improving attendance, discipline, wellbeing, and academic performance, often while managing multiple disconnected initiatives and limited staff capacity.*5. The Result: A System Stuck Between Knowing and Doing*
- **Districts know what works:** multi-tiered, Whole Child support that addresses academic, behavioral and emotional needs.
- But without an integrated way to connect frameworks, data, professional learning and interventions, they struggle to move from awareness to action.
- **Add to this a funding landscape,** in which:
  - ESSER funds are winding down, creating urgency to identify sustainable, multi-year investments.
  - Mental health and MTSS initiatives remain eligible under IDEA, Title I and Title IV.
  - Districts are prioritizing platforms that tap into multiple funding streams, which is an advantage for RethinkEd given the platform's modular design.

## **The Market Opportunity for RethinkEd**

RethinkEd exists to close this gap. Our platform turns Whole Child theory into action, connecting curriculum, interventions, professional learning, and data so educators can act with confidence, consistency, and impact. We have **the opportunity to own the “Whole Child + Whole Educator” space in K–12**, backed by proven content, educator expertise, and trusted partnerships (see Appendix for explanation of Whole Educator concept). Where others talk about frameworks, RethinkEd helps districts make them real through tangible programming with visible outcomes, creating the conditions where learning and wellbeing thrive together.

## **3. Positioning Foundations**

## **Market category frame of reference**

RethinkEd operates within the broader EdTech market at the intersection of MTSS, SEL and Special Education. RethinkEd offers an integrated K-12 platform that helps districts translate Whole Child frameworks into consistent, daily practice.

## **Competitive Alternatives**

When districts look for solutions, they typically encounter three paths - each with limits:

1. **Build it themselves.** Some districts try to piece together their own systems, pulling resources from CASEL, state frameworks, online PD modules, and teacher-created lessons. This leads to:
  - Inconsistent quality and fidelity across schools
  - Enormous time burden on already-stretched staff
  - Lack of evidence-based practices
  - Difficulty tracking outcomes or proving compliance
2. **Buy multiple single-point solutions.** Many districts buy separate products for behavior (e.g., PBIS apps), SEL curriculum, MTSS platforms, special education tools and professional development. This approach doesn't connect the dots between academic, behavioral and mental health supports and creates:
  - Data silos that prevent holistic understanding of student needs
  - Implementation fatigue from managing multiple vendors
  - Inconsistent user experiences for educators
  - Budget bloat from overlapping functionality
  - Integration headaches that waste IT resources
3. **Adopt a Comprehensive Platform That Stops at Awareness** Some districts invest in solutions that promise a "whole child" approach but focus narrowly on data collection or Tier 1 SEL lessons. They show where students struggle but offer little to help educators respond. The result is awareness without action and programs that fail to reach the students who need support most.

These paths may check compliance boxes, but they don't create real, systemic change. Educators are still stretched thin, trying to connect insights to action without cohesive systems or sufficient support. What districts truly need is a unified platform that identifies needs, delivers evidence-based interventions, supports educators with training, and tracks progress in one connected system.

## **Distinct Capabilities**

RethinkEd brings a set of capabilities others cannot match, each designed to make the **Whole Child and Whole Educator vision actionable** for every district and educator:

- **Whole Child focus** that unites academic, behavioral, and emotional growth within one connected platform.
- **Whole Educator wellbeing** that supports staff resilience, confidence, and retention alongside student success.
- **Comprehensive ecosystem** spanning behavior, wellness, mental health, life skills, intervention curriculum, digital learning, and MTSS. These are connected through shared instructional models, visuals, and data.
- **Tiered support structure** aligned to prevention (Tier 1), targeted intervention (Tier 2), and intensive support (Tier 3).
- **Embedded professional learning** that ties directly to daily practice rather than one-off sessions.
- **Integrated fidelity and progress-monitoring tools** that help educators see what's working and make adjustments in real time.

## **Customer Segments**

The primary buyers and users who care about the RethinkEd platform:

- **Superintendents and Assistant Superintendents** seeking to unify fragmented initiatives and demonstrate measurable outcomes.
- **Student Services, MTSS and SEL Directors** looking to operationalize frameworks with fidelity and data.
- **Special Education Administrators** balancing compliance with inclusive instruction and efficiency.
- **Principals and Building Leaders** needing scalable tools to improve climate, discipline, and staff confidence.
- **Counselors, Interventionists and Teachers** who want ready-to-use lessons, strategies, and supports that fit real-world classrooms.

## *Core Differentiators*

### **1. Whole Child + Whole Educator Approach**

Districts are shifting from siloed initiatives toward integrated systems, yet many still treat academics, behavior and mental health separately. RethinkEd bridges those divides, by uniting academic, behavioral, and emotional supports and strengthening educator wellbeing. Every product contributes to a single goal: helping schools create safe, connected, and thriving learning environments where both students and educators succeed.

### **2. Flexible, Modular Platform (Start anywhere. Grow everywhere.)**

Few districts can “rip and replace.” They need scalable, modular solutions that align with existing systems and budgets. RethinkEd meets districts where they are. Each suite functions independently or as part of the unified platform, allowing schools to start with their most urgent priorities and expand over time. RethinkEd’s flexibility lowers risk and ensures each step builds toward full Whole Child implementation.

### **3. Built by Educators, Grounded in Evidence**

Districts demand tools built for their world, not abstract theory. Every RethinkEd product is created by former teachers, administrators and clinicians who understand the realities of today’s classrooms. Our content is grounded in evidence-based practice and aligned with CASEL, ASCA, PBIS and MTSS standards. Vizzle extends that commitment with a curriculum aligned to state standards and the Core, ensuring educators can deliver personalized instruction with confidence.

### **4. Data That Drives Action**

Leaders need visibility into what’s working to show results and adjust in real time. RethinkEd provides data that informs decisions, not just dashboards for compliance. It allows you to connect progress monitoring, fidelity tracking and outcome data across tiers and programs, making it easier to identify, implement, and measure evidence-based interventions with confidence.

### **5. A Partnership That Sustains Progress**

Sustainable change requires trusted partners who build capacity, not dependency. RethinkEd is more than a vendor, we’re a partner in implementation. Districts repeatedly describe RethinkEd as “an extension of our team” because our customer success teams collaborate with them from planning through rollout and continuous improvement.

## **4. Messaging Foundations**

### *RethinkEd Platform Message - One Liner*

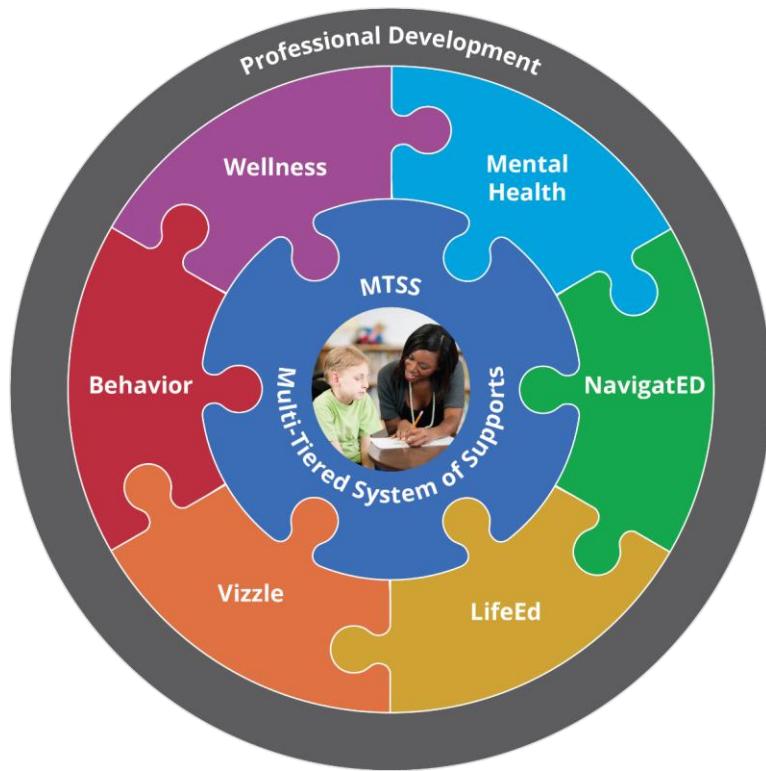
RethinkEd is the integrated K-12 platform that helps districts turn **Whole Child and Whole Educator** frameworks into daily practice, supporting student growth and educator wellbeing in one connected system.

### *RethinkEd Platform Message - Paragraph*

RethinkEd is the integrated K-12 platform that turns the **Whole Child and Whole Educator** vision into everyday practice. While point solutions address fragments of the problem and many platforms stop at data and dashboards, RethinkEd bridges the gap between insight and action. Our platform connects curriculum, interventions, professional learning and data to help your district build consistent systems that support every student's academic, behavioral and emotional growth - while also strengthening educator confidence, resilience and retention. Built by educators and grounded in evidence, RethinkEd is modular, flexible, and proven to help your district move from awareness to measurable impact, so every student succeeds and every educator feels supported doing it.

## *Platform Visual*

This visual conveys the interconnectedness of each RethinkEd product within the Whole Child + Whole Educator platform:



## RethinkEd Solution Messages

The RethinkEd platform brings the Whole Child and Whole Educator vision to life through a connected suite of solutions that work together to support every dimension of student and educator growth, from behavior and wellness to mental health, future readiness, and special education. Each suite shares a common foundation of professional learning, data, and fidelity tools, allowing districts to start where the need is greatest and expand at their own pace, building a unified system that strengthens connections between students, educators, and supports.

Product	Product One-Liner	Who It's For	How It Reinforces the Platform Story	Strengths/Value of Current Implementations
<b>MTSS Suite</b>	MTSS is the foundation of the platform, helping districts turn the MTSS framework into daily practice with unified data, interventions and professional learning across Tiers 1-3.	<b>Educators:</b> District and school leaders, MTSS directors, intervention coordinators <b>Students:</b> All K-12 students	The organizing hub that connects all RethinkEd suites, aligning academic, behavioral and wellness supports to make the Whole Child model actionable at scale.	<ul style="list-style-type: none"> <li>• Districts who have limited ingestion needs</li> <li>• Identify students at risk and begin conversation</li> <li>• Intervention library is comprehensive</li> </ul>
<b>Wellness Skills Suite (SEL)</b>	A Tier 1 SEL and wellbeing curriculum that helps every student build resilience, empathy and self-regulation - while helping educators create emotionally intelligent, connected classrooms.	<b>Educators:</b> SEL leaders, counselors, teachers, administrators <b>Students:</b> All K-12 students	Serves as the preventive foundation of the Whole Child approach, reducing escalation to Tier 2 or 3 and strengthening student connection and engagement.	<ul style="list-style-type: none"> <li>• Student Self-assessment: scope and sequence ID, Peer groups for targeted support [Tier support system: wider reaching application in practice] “medicine” to Panorama’s diagnosis</li> <li>• Extends to family/community outreach [school-home connection]</li> </ul>
<b>Behavior Suite</b>	A proactive behavior-management system that equips educators with evidence-based strategies and real-time tools to improve conduct, equity, and classroom culture across Tiers 1-3.	<b>Educators:</b> Teachers, administrators, behavior specialists, student support teams <b>Students:</b> Those needing Tier 1-3 behavioral support	Builds the behavioral core of the Whole Child model, aligning with PBIS and MTSS to create safe, positive and equitable classrooms.	<ul style="list-style-type: none"> <li>• Tools to address behaviors on the move, reduce thought time</li> <li>• Interventions</li> <li>• One stop shop for documentation and communication</li> </ul>
<b>Mental Health Suite</b>	A trauma-informed learning and support platform that empowers educators to recognize, prevent and respond to mental-health needs and strengthen their own wellbeing.	<b>Educators:</b> Counselors, psychologists, mental health leads, all K-12 educators <b>Students:</b> All students, with targeted supports for at-risk	Reinforces the Whole Child and Whole Educator vision by integrating mental-health awareness, prevention and intervention across tiers.	<ul style="list-style-type: none"> <li>• Meets State requirements for students (DE, FL, NV)</li> <li>• Customized access based on district needs (in components)</li> <li>• Extends to family/community outreach</li> </ul>
<b>NavigatED</b>	Structured Tier 2 and 3 interventions that help counselors and specialists deliver consistent, evidence-informed support to students	<b>Educators:</b> Counselors, psychologists, social workers, interventionists <b>Students:</b> Those needing Tier 2-3	Extends the platform beyond prevention, providing the scaffolded content and data tools that connect Tier 1 SEL to Tier 2/3 interventions.	<ul style="list-style-type: none"> <li>• Pairs well with Wellness curriculum</li> </ul>

	needing targeted behavioral or emotional help.	support		
<b>LifeEd</b>	A future-readiness curriculum that equips grades 6-12 students with the communication, problem-solving and self-management skills to thrive in school, work and life.	<b>Educators:</b> Secondary teachers, counselors, CTE/advisory leaders <b>Students:</b> Middle and high school students (6-12)	Completes the Whole Child journey by turning social-emotional growth into real-world application aligned with "Portrait of a Graduate" goals.	
<b>Vizzle</b>	An award-winning K-12 curriculum solution that supports general education, special education and intervention settings. With 60,000+ interactive lessons and built-in IEP tracking, it helps teachers personalize learning and measure progress.	<b>Educators:</b> SPED administrators, teachers, paraprofessionals <b>Students:</b> All students	Anchors the Whole Child vision in personalized learning, ensuring every student receives the individualized support they need to succeed within the MTSS framework.	
<b>Professional Learning</b>	Embedded professional development that helps district leaders, building leaders, and educators turn MTSS and Whole Child practices into daily reality, building confidence, competence, and capacity across all levels of the system.	<b>Leaders &amp; Educators:</b> All staff including district leaders, building leaders, teachers, counselors, and paraprofessionals <b>Students:</b> n/a	Aligns the platform through consistent, tier-aligned professional learning that helps leaders implement MTSS with fidelity and guides staff development. Provides on-demand training and ABA upskilling for paraprofessionals, creating a cohesive experience across roles.	<ul style="list-style-type: none"> <li>• Paraprofessionals benefit from upskilling</li> <li>• ABA series specifically (highly qualified certification)</li> <li>• Added value for on-demand professional learning</li> <li>• Same language cohesive experience across different roles in ed system (i.e. language)</li> </ul>

## 5. Defining What “Whole Educator” Means

The **Whole Educator** approach mirrors the Whole Child approach. It reflects the understanding that educators, like students, thrive when they’re supported across multiple dimensions:

- Personal well-being — supporting educator wellness by helping schools establish consistent, predictable environments that lessen stress and burnout.
- Professional growth — embedding evidence-based support into every RethinkEd product so professional development becomes part of daily practice, not another demand on time.
- Structural support — modular solutions, data tools, and partnership services that streamline implementation and give educators the systems they need to succeed.

When these conditions break down, even the best programs stall. Districts see the impact in turnover, inconsistent implementation and stalled student progress.

The Whole Educator approach acknowledges those realities and focuses on sustaining the people behind the instruction so they can in turn sustain their students. By building the capacity, confidence and consistency educators need to succeed, RethinkEd helps districts create a resilient workforce aligned to the Whole Child vision and to priorities like MTSS fidelity, student growth and lasting retention.

### *The Three Dimensions of the Whole Educator*

#### 1. Personal Well-being

Educators’ own mental health, emotional resilience and sense of belonging are central to their ability to teach, connect and lead. RethinkEd supports this through:

- The Wellness Suite and Mental Health PD, which address educator self-care and stress management.
- Culture-building resources that promote connection and empathy across staff communities.

This results in reduced burnout, improved morale, and stronger educator retention.

#### 2. Professional Growth

Educators need continuous learning opportunities that are relevant, practical and empowering, not theoretical exercises. RethinkEd’s professional development:

- Is embedded within every product (Behavior, Wellness, MTSS, etc.)
- Connects research to day-to-day classroom practice.
- Fosters shared understanding across roles (teachers, counselors, administrators and district leaders).

This leads to increased confidence, stronger implementation and a culture of shared growth among educators.

#### 3. Structural Support

Empowering educators also means respecting their time and giving them tools that make their jobs easier. RethinkEd helps by:

- Providing evidence-based and ready-to-use curriculum and interventions.
- Offering data and progress dashboards that simplify tracking and compliance.
- Delivering consistent, integrated systems that reduce friction and redundancy.

This results in greater efficiency, clarity and consistency across teams, allowing teachers to spend more time teaching and connecting with students.

## **How the Whole Educator Concept Connects to the Platform**

In our platform visual, think of the Whole Educator as the outer protective ring of the RethinkEd ecosystem. It wraps around all other layers and is powered by professional learning, partnership, and tools that sustain educators' ability to support students. It aligns every RethinkEd product under one human theme: when educators are supported, students succeed.

### **Short Definition of Whole Educator**

The Whole Educator approach is a holistic way of supporting the adults who support students by nurturing their well-being, empowering their professional growth, and equipping them with the tools and training they need to thrive. By caring for the Whole Educator, RethinkEd ensures that every classroom is led by someone who feels confident, capable and connected.

## **6. Defining What “Whole Child” Means**

The **Whole Child** approach recognizes that academic achievement cannot be separated from students' behavioral, emotional, and social development. It reflects the understanding that every child's ability to learn depends on whether they feel safe, supported, and connected in school.

Just as the Whole Educator framework sustains the adults behind instruction, the Whole Child framework sustains the conditions in which every learner can thrive. The three dimensions of the Whole Child are:

### **The Three Dimensions of the Whole Child**

- Academic Growth — Students need consistent, evidence-based instruction and interventions that meet them where they are. But fragmented programs and uneven implementation make it difficult to deliver equitable learning experiences.  
*RethinkEd’s solution: Integrate curriculum, assessment, and instructional supports within an MTSS framework so teachers can personalize learning and track progress across tiers.*
- Behavioral and Emotional Wellbeing — Behavioral challenges and mental health concerns are rising, and schools often treat these as separate issues. Without proactive Tier 1 supports and aligned Tier 2-3 interventions, educators spend more time reacting than teaching.  
*RethinkEd’s solution: Provide a connected system of behavior, SEL, and mental health tools that foster self-regulation, resilience, and empathy while enabling early identification and consistent intervention.*
- Belonging and Connection — A student’s sense of belonging, to peers, teachers, and the school community, is a key predictor of engagement and attendance. Yet many districts struggle to maintain consistent, positive climates across schools.  
*RethinkEd’s solution: Offer frameworks, data, and educator supports that help schools build safe, inclusive environments where every student feels seen, valued, and capable of success.*

### **How the Whole Child Concept Connects to the Platform**

In the platform visual, think of the Whole Child as the core of the RethinkEd ecosystem—the center that every other layer supports. Surrounding that center are the systems, tools, and people (the Whole Educator) that make student growth sustainable. Together, these two dimensions ensure that learning, wellbeing, and equity are not separate initiatives but part of one connected system.

### **Short Definition of Whole Child**

The Whole Child approach ensures that every learner is healthy, safe, engaged, supported, and challenged—by uniting

academic, behavioral, and emotional supports into one connected framework that helps every student reach their full potential.

## 7. How the Whole Child + Whole Educator Frameworks Address Buyer Needs

### *Superintendents & Assistant Superintendents*

#### **Pain / Need:**

- Fragmented initiatives make it hard to demonstrate measurable impact to boards and communities.
- Competing priorities (academic recovery, mental health, attendance) stretch limited budgets and staff.
- Programs often operate in silos, creating inconsistent results and implementation fatigue.

#### **How Whole Child + Whole Educator Helps:**

- Provides a unified framework that connects academic, behavioral, and emotional supports in one system.
- Builds a districtwide narrative of connected student and educator growth that's easy to communicate to stakeholders.
- Demonstrates ROI and measurable outcomes through integrated data and fidelity tracking.

#### **Message Angle:**

- RethinkEd helps district leaders replace a patchwork of initiatives with one connected platform that drives consistent results, improves retention, and shows measurable progress across schools.

### *Student Services, MTSS & SEL Directors*

#### **Pain / Need:**

- Frameworks like MTSS and SEL are well-understood, but difficult to operationalize with fidelity.
- Data lives in multiple systems, making it hard to track tiered supports and outcomes.
- Professional learning is disconnected from classroom practice.

#### **How Whole Child + Whole Educator Helps:**

- Connects all components of MTSS—academic, behavioral, and emotional—within one actionable system.
- Embeds professional learning and implementation tools directly into educator workflows.
- Simplifies progress monitoring and fidelity tracking across tiers.

#### **Message Angle:**

- RethinkEd turns frameworks into daily practice, giving leaders visibility into what's working and the tools to scale it consistently across schools.

### *Special Education Administrators*

#### **Pain / Need:**

- Constant pressure to balance compliance, inclusion, and efficiency.
- Teachers and paraprofessionals need tools to personalize learning while managing documentation and IEPs.
- Fragmented systems create data silos that hinder collaboration.

#### **How Whole Child + Whole Educator Helps:**

- Integrates Vizzle and Behavior Suites within the broader platform to align SPED and general education supports.
- Streamlines IEP progress tracking, intervention planning, and compliance documentation.
- Supports educator professional growth through embedded, relevant PD and data tools.

#### **Message Angle:**

- RethinkEd connects compliance and classroom practice—helping special educators spend less time on paperwork and more time supporting students.

### *Principals & Building Leaders*

#### **Pain / Need:**

- School climate, staff morale, and discipline are top priorities but often addressed through disconnected programs.
- Limited capacity to implement multiple initiatives at once.
- Struggle to ensure consistent Tier 1 prevention and culture-building across classrooms.

**How Whole Child + Whole Educator Helps:**

- Unifies schoolwide behavior, SEL, and wellness initiatives under one clear framework.
- Builds staff capacity through embedded PD and culture-building resources.
- Provides data and tools to monitor progress and improve consistency across classrooms.

**Message Angle:**

- RethinkEd helps school leaders create safe, connected learning environments while building staff confidence and reducing burnout.

***Counselors, Interventionists & Teachers***

**Pain / Need:**

- Overwhelmed by the volume of student needs and lack of coordinated resources.
- Need interventions and lessons that are practical, engaging, and easy to implement.
- Professional learning often feels abstract or disconnected from real classrooms.

**How Whole Child + Whole Educator Helps:**

- Offers ready-to-use lessons, interventions, and behavior supports aligned to MTSS tiers.
- Provides tools to identify needs early and measure progress consistently.
- Embeds professional learning and self-care resources that respect educators' time and realities.

**Message Angle:**

- RethinkEd equips educators with evidence-based lessons and tools that make teaching easier, support student growth, and sustain personal wellbeing.

***Cross-Persona Value***

- Across all roles, the Whole Child + Whole Educator framework transforms disconnected efforts into a shared, human-centered system that links student outcomes to educator sustainability.
- When students and educators thrive together, progress becomes scalable, measurable, and sustainable.