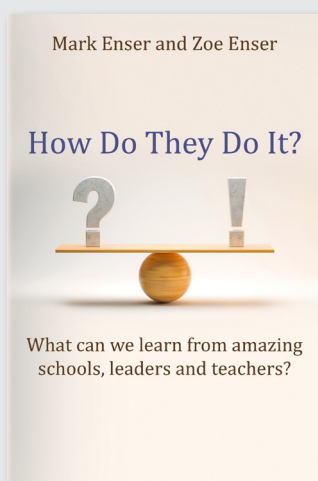


P R E S S R E L E A S E

"How Do They Do It? is a terrific book and will be immensely helpful for teachers and leaders across the sector."

Mary Myatt, education writer and speaker, Myatt & Co



How do they do it?

What can we learn from amazing schools, leaders and teachers?

By Mark Enser and Zoe Enser

ISBN: 9781785837425

Price: £16.99

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Date of publication: August 2025

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Dispelling myths, highlighting best practices, and prompting readers to assess their strengths and weaknesses.

Two former school inspectors uncover the secrets behind the success of our most amazing schools

With Ofsted set to launch its revised Education Inspection Framework (EIF) in November 2025, school leaders across the UK are bracing for another wave of uncertainty. Many are rushing to anticipate what this new framework might demand. For Mark and Zoe Enser, however, the bigger question is timeless: what qualities actually make a school great?

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P R E S S R E L E A S E

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"A timely and valuable book that provides an evidence and experience-based guide to improving schools, based on insights from highly successful schools and teachers."

Daniel Muijs, Professor of Education, Queen's University Belfast

About the authors



Mark Enser is a former HMI and was a member of Ofsted's curriculum unit as the National Lead for Geography. He is a former head of department and research lead as well as author of numerous books on education (including *Powerful Geography*, *Teach Like Nobody's Watching* and *The CPD Curriculum*) and a regular *TES* columnist.

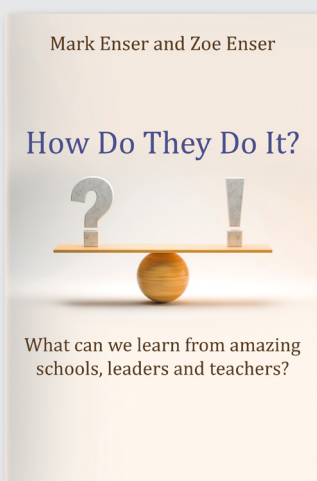


Zoe Enser is a former HMI and was a member of Ofsted's curriculum unit as the National Lead for Secondary English and Drama. She was a school leader and local authority adviser, as well as the author of numerous books on education (including *Bringing Forth the Bard*, *Generative Learning in Action* and *The CPD Curriculum*) and a regular *TES* columnist. She has also worked with The Teacher Development Trust, Best Practice Network, The Ambition Institute and the Chartered College of Teaching.

Articles and interviews available

Mark and Zoe are available for interview, expert comment or by-lined articles on a range of topics, such as:

- School improvement
- Experience of inspecting
- Quality assurance
- Teacher development
- CPD



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