**Changing the Story: Implications of Narrative on Teacher Identity**

**Abstract**

This study takes a qualitative approach to understanding the connections between narrative, professional identity and reputation management in the field of public education. Through 15 interviews and five focus groups with high-achieving teachers and administrators, researchers explored the narratives these educators share to understand and improve the story of the teaching profession. Central to the findings are the factors that have led to a reputation crisis for the profession of teaching and thus contribute to the national teacher shortage. Ultimately, this study points to the notion that a shift in the perception of the value of teaching and teachers can be effected when narratives are understood and the principles of reputation management are applied. [Key Words: narrative, reputation management, teaching, educators]

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