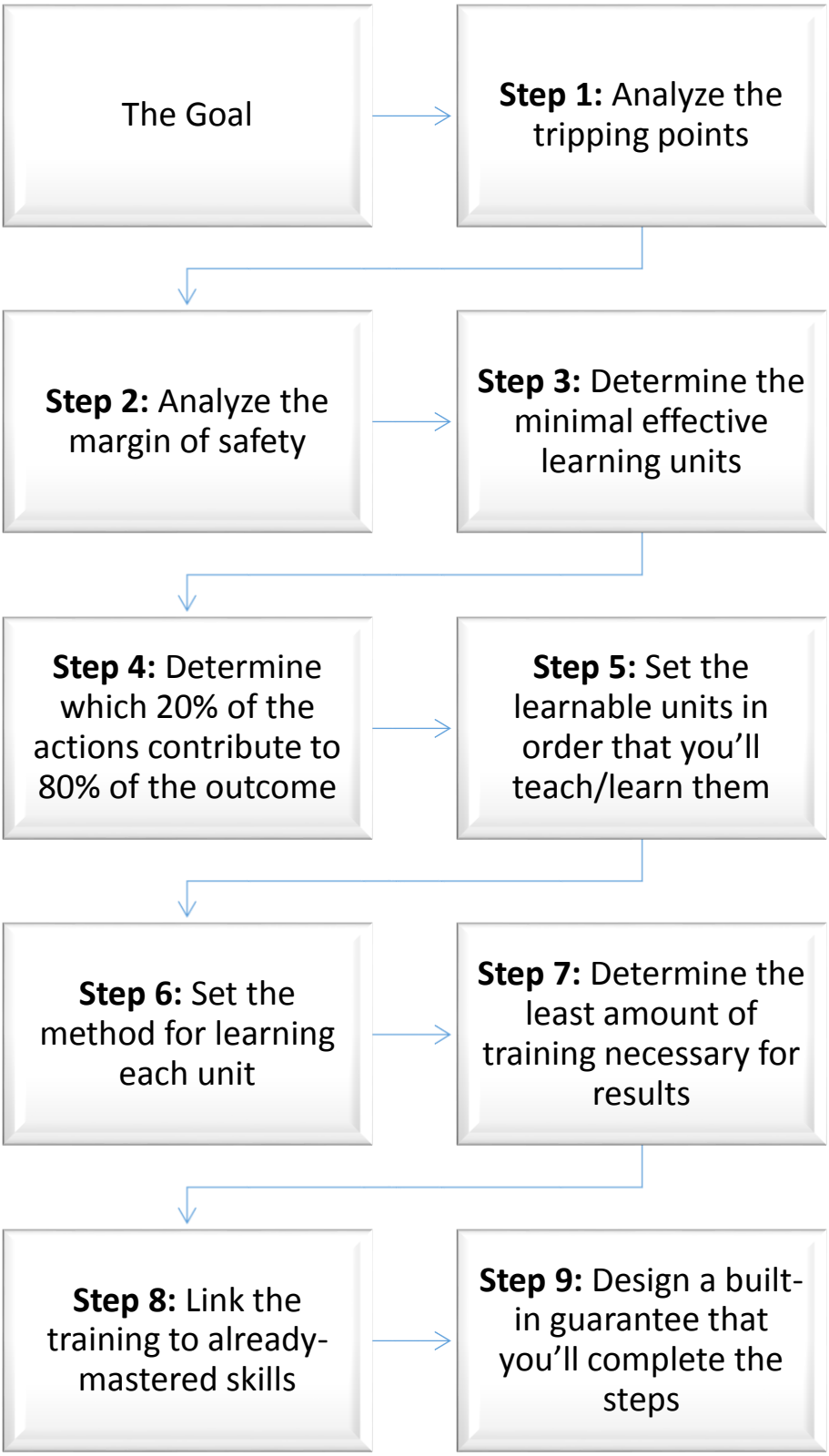How to Differentiate Professional Development