

All-Russian contest "Headmaster" as an attempt to search for the meaning of a profession

The article attempts to analyze the meaning and effects of the new project in the Russian educational space – Russian contest "Headmaster." It depicts the grounds underlying the contest; describes the characteristics of the contestants; contains the fixed sequence diagram of the annual implementation of the project; dwells on the main effects for the educational community.

Key words: school director, headmaster, contest "Headmaster", professional development, crisis management.