

A photograph of two mountain climbers on a rocky peak. One climber is on the left, leaning forward and reaching out to assist another climber who is on the right, climbing up. The background shows a vast, hazy mountain range under a clear sky. The overall color palette is cool, with blues and greys.

# CLIMBING TOGETHER EXECUTIVE COACHING

OFFERING BY

**Principal  
Matters**

LLC

Education Leadership Services

**William D. Parker**

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# WHAT MAKES AN EFFECTIVE LEADER?



## THE NEED:

Schools can only grow to the capacity of their leaders. And research shows what qualities effective education leaders possess for effectively leading schools:

1. They shape a vision of academic success for all students.
2. They create a climate hospitable to education.
3. They cultivate leadership in others.
4. They improve classroom instruction.
5. They manage people, data and processes with the goal of school improvement (Wallace Foundation, 2013). Because education leaders wear many hats, a leader can only keep growing in his or her leadership capacity with focused reflection and practice.

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## LEADERSHIP

### Coaching

#### GROW YOUR LEADERSHIP CAPACITY:

Through the Principal Matters *Executive Coaching Sessions*, education leaders join live virtual sessions for one-on-one consulting over professional development standards followed by practical applications for policy and administration. Each session includes content-driven conversation, a self-assessment in leadership practice and opportunity for sharing and feedback over critical issues affecting the school, district or organization.

## Principal Matters - Executive Coaching

# VIRTUAL SESSIONS & CONSULTATIONS

Based on models for collaborative learning, sessions are built around concepts which include but are not limited to the following topics and learning goals:

- **Content-Driven Leadership Discussions:** Education leaders choose a book for shared reading that provides ongoing research-based feedback in education practices. These book discussions provide a platform for reflection and application to his or her schools, district or organization.
- **Reflection and Self-Assessments:** Each session includes a time with guided questions to assess engagement with stakeholders, commitments to ongoing learning, self-care practices and leader well-being.
- **Hot-Seat Issues & Problem Solving:** In addition, these coaching sessions provide opportunity for leaders to bring sensitive or critical issues for consultation and feedback in order to guide decisions that match the core values in line with the mission, vision and goals set for the school year.



Proposal:

# QUARTERLY SESSIONS OPTION

\* 4 MEETINGS FOR LEADERSHIP IMPACT

This option is offered for site leaders, superintendents, executive leaders, or directors once each quarter (\*notwithstanding holiday or calendar conflicts noted below).

**Selected sessions of 75 minute meetings** each provided via Zoom in synchronous, engaging professional learning from Principal Matters, LLC Consultant William D. Parker.

## Executive Coaching Sessions Schedule Dates

Weekly, Bi-Monthly, Monthly or Quarterly Available

Cost = Set up meeting to discuss \$/per session for one-on-one executive coaching consultations. Plus, each participant receives complimentary copy of education leadership book chosen for content discussions.

*\*Note that costs may vary depending on site or district budgets. Options can be discussed on an individual basis. Contact [will@wiliamdarker.com](mailto:will@wiliamdarker.com) for more information or to apply.*

## On-Going Professional Community

# WEEKLY NEWSLETTER & PODCAST

In addition to these trainings, participants are invited to subscribe for free weekly newsletters and posts from the Principal Matters: The School Leader's Podcast, which to-date has had more than 1 million downloads. This free content allows participants access to more than 350 episodes of conversations with education leaders about professional growth in school culture and transformational leadership with tactical, organizational, and strategic leadership practices. Be inspired by exploring at [williamdparker.com](http://williamdparker.com) or download via iTunes, Spotify, or wherever you listen to podcasts! .

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### Consultant Bio:

## WILLIAM D. PARKER

William D. Parker is the founder of Principal Matters, LLC, an organization dedicated to equipping education leaders with solutions and strategies for motivating students, inspiring teachers, and improving school communities. An author, speaker and consultant, Will uses his expertise in school leadership, culture and communication to work one-on-one or with groups in principal development. Will lives near Tulsa, Oklahoma where and has more than twenty-five years experience as a teacher, assistant principal, principal and education leader. In 2012, he was named Oklahoma Assistant Principal of the Year. He is also a blogger, podcast and author. His books include *Pause. Breathe. Flourish.: Living Your Best Life as an Educator* from ConnectEdd Publishing (2021); *Messaging Matters: How School Leaders Can Inspire Teachers, Motivate Students, and Reach Communities* from Solution Tree Press (2017); and *Principal Matters: The Motivation, Action, Courage and Teamwork Needed for School Leaders* (2015, Updated 2017).