

LEADERSHIP IMPACT MASTERMIND

PROPOSAL BY

**Principal
Matters**

LLC

Education Leadership Services

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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.

GROW YOUR LEADERSHIP CAPACITY:

Through the Principal Matters *Leadership Impact Series*, education leaders join a cohort for live virtual sessions of professional development followed by practical applications for policy and administration. Leaders learn research-based content and instruction in best practices from expert principal-leadership consultation. In addition to bi-monthly meetings and coursework, members collaborate for problem solving and implementation of best practices.

LEADERSHIP

IMPACT SERIES

Meetings are held at a set time for group members via Zoom. Members are given updates and guidance and then provided insights from selected readings on education leadership. In addition to book discussion, members are led through self-reflection assessments. Each session members are invited to breakouts for “hot-seat” discussions to share pressing situations for practical feedback and support from the facilitator and other group members.

Principal Matters - LEADERSHIP IMPACT SERIES

VIRTUAL PROFESSIONAL DEVELOPMENT

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

- **How to Lead Collaboratively (Shaping Vision):** Education leaders will gain understanding of setting group norms around research-based content on leadership development. In addition, self-reflection exercises will allow consistent feedback on best practices in school leadership. Finally, members will learn how to employ guided inquiry for group coaching in addressing present challenges or obstacles in school practice.
- **Leading Teams (Enhancing Healthy Working Environments):** Based on concepts from the book *5 Voices: How to Communicate Effectively with Everyone You Lead* by Jeremie Kubicek and Steve Cockram, education leaders will review research-based feedback on the variety of skills and perspectives team members employ.
- **Cultivating Healthy School Culture (Creating Positive Climates):** Based on a takeaways from the book *Transforming School Culture: How to Overcome Staff Division (Leadership Strategies to Build a Professional Learning Community)* by Anthony Muhammad (Author), education leaders gain knowledge on four-types of educators and the roles each plays in student learning outcomes.
- **Building Effective Systems for Educator Self-Care (Cultivating Balance in Leadership):** Through a book study on William D. Parker's *Pause. Breathe. Flourish.: Living Your Best Life as an Educator*, education leaders will expand practices in ten areas of self-care and leadership development, including health/nutrition, mindset, influence, money-management, interpersonal relationships, and legacy-building.
- **Influencing Mindset for Instructional Excellence (Improving Student Outcomes):** Through the lense of Malcolm Gladwell's *David and Goliath (Underdogs, Misfits, and the Art of Battling Giants)*, education leaders explore research-based misconceptions about staff development and student learning with strategies for identifying solutions that require innovation, creativity, and calculated risk.
- **Motivating Change and Reaching Goals (Managing People, Data, Processes):** Based on ideas from Jen Schwanke's book *The Principal Reboot: 8 Ways to Revitalize Your School Leadership (ASCD)*, education leaders rediscover the best practices for principal self-care. Also, leaders learn how to focus on the best stories in their schools and develop strategies to recognize, celebrate, and showcase successes among students, teachers, and the school community members.

Proposal options

IMPACT MASTERMIND SUMMARY

Groups attend 1-hour meetings twice a month provided via Zoom in synchronous, engaging professional learning from Principal Matters, LLC Consultant William D. Parker. This option is offered for members who have previously completed the Grow Academy.

Sessions include content study from assigned readings, reflection assessments with feedback and accountability on practices, and opportunities for ‘hot-seat’ moments when leaders share pressing issues for feedback and collaboration from the group.

A sample schedule includes meetings twice a month for 16-20 meetings over the span of an entire school year as follows:

September
September
October
October
November
November
December
December
January
January
February
February
March
March
April
April
May
May

Cost for series: *Based on number of participants, frequency, and district sizes. Set up meeting to discuss best options for you and your team.*

Minimum participants expected: *10-12 average group size*

On-Going Professional Community

WEEKLY NEWSLETTER & PODCAST

In addition to these trainings, participants are invited to subscribe for free weekly newsletters and podcast 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 or download via iTunes, Spotify, or wherever you listen to podcasts!



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).