



G R O W

YOUR

LEADERSHIP

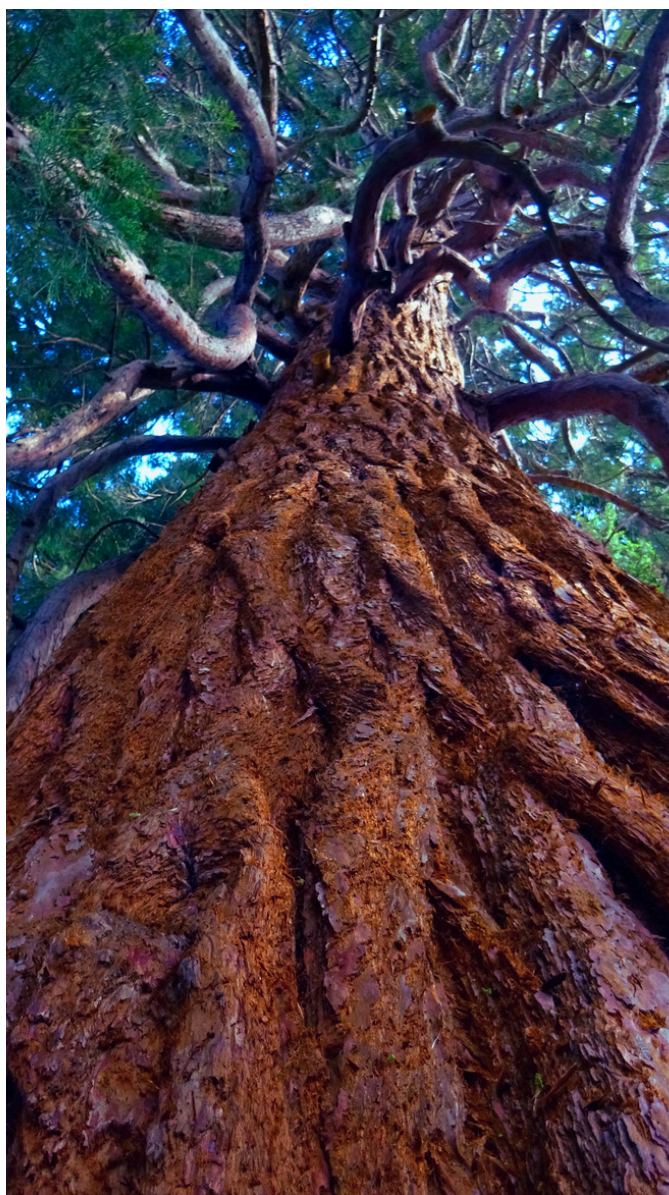
SERIES



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WHAT MAKES AN EFFECTIVE EDUCATION LEADER?

THE NEED:

School communities can only grow to the capacity of their leaders. And research shows what qualities effective principals 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 school leaders wear many hats, a leader can only grow in his or her leadership capacity with focused reflection and practice.

GROW YOUR LEADERSHIP CAPACITY:

GROW YOUR LEADERSHIP SERIES (GYLS) is an in-depth professional development program for principals, assistant principals or other essential school leaders. Participants join a leadership cohort for live 75-minute virtual sessions of professional development each month. Education leaders learn research-based content and instruction in best practices from expert principal-leadership consultation. In addition to monthly GYLS meetings and coursework, members also are invited to participate in weekly virtual mastermind meetings.

ESSENTIAL LEADERS GROW

GROW YOUR LEADERSHIP SERIES

PROFESSIONAL DEVELOPMENT

Based on content supported by William D. Parker's books *Principal Matters: The Motivation, Action & Teamwork Needed for School Leaders* (2015); *Messaging Matters: How to Inspire Students, Motivate Teachers and Reach Communities* (Solution Tree Press, 2017); and *Pause. Breathe. Flourish: Living Your Best Life as an Educator* (2020), these sessions include the following topics and learning-goals:

- **Session 1 - Introduction - Leadership 101 (Building Healthy Cultures):** Student outcomes rely on healthy school culture. Discover what research says about types of educators who influence patterns in school culture, and develop plans to navigate and lead your teams with clear expectations and supports during uncertain times.
- **Session 2 - Building Effective Relationships (Coaching):** Lead with courageous decision-making centered on your personal, school, and district core values, policies and practices. Learn the value of data-driven decision-making while coaching others and hiring for excellence.
- **Session 3 - Cultivating Healthy Culture (Counseling):** Develop skills an active listener, team-leader, and community builder. Enhance your ability to lead and facilitate conflict resolution and manage difficult conversations. Respond with strategies for trauma-informed practice.
- **Session 4 - Building Effective Systems (Management):** Learn to maximize your time by identifying key responsibilities areas for yourself and your fellow team members/teachers/staff while accomplishing the goal of school-wide effective instruction.
- **Session 5 - Leading Instructional Excellence (Accountability):** Engage in crucial conversations and communicate non-negotiable expectations for yourself and others through planning, goal-setting, leading change and guiding instructional practice.
- **Session 6 - Inspiring, Motivating, and Reaching Communities (Chief-Cheerleader):** Learn the power and importance of inspiring students, motivating teachers and reaching communities by developing a growth mindset. Develop strategies to recognize, celebrate, and showcase successes among students, teachers, and the school community members.
- **Session 7 - Developing A Mindset for Achievement (Servant-Leadership):** Understand humility in leadership and evaluate how your model what is expected. Successfully manage growth through shared vision, mission, and goal-setting. Create new systems for collaboratively reaching goals.
- **Session 8 - Developing Strong Teams (Team-Player):** Encourage equity, community involvement, and family-involvement. Practice shared leadership models with teachers and students. Learn strategies for asking for help, delegating, and depending on others.
- **Session 9 - Encouraging Personal Development (Individual-Growth):** Commit to personal growth, organize and develop healthier habits. Learn strategies to invest in areas of life outside of being a principal or school leader so that you can maintain inspiration and motivation for others.

Proposal options

GROW YOUR LEADERSHIP SERIES

GYLS includes 9 sessions of trainings provided via Zoom in synchronous, engaging professional learning from William D. Parker, including breakout room interactions throughout for continuous collaboration and feedback. (For district teams, a one day in-person professional development with William D. Parker is available as a separate price/option.)

9 Sessions Schedule Dates

Virtual Events (Content from Will's books):

September

October

November

December

January

February

March

April

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*

In addition, each participant receives a copy of William D. Parker's books *Principal Matters: The Motivation, Courage, Action, and Motivation for School Leadership* and Will's book *Pause. Breathe. Flourish.: Living Your Best Life as an Educator*. Estimated value depends on size of group.

**Pricing may vary depending on district/organization budgets and size of groups. To find out more or apply, email inquires to will@williamdparker.com.*

GROW YOUR LEADERSHIP SERIES

TESTIMONIALS

LEADERS

"I loved the time for us to each contribute to the session and the engagement that Will provided to us. It wasn't just one person talking and the rest of us listening!"

"Thank you for providing an opportunity for us to be open and honest about the challenges we face each day with those who understand them."

"This was a wonderful gathering, with a healthy amount of take away. I am thankful for this opportunity!"

"The session went well. It was engaging, encouraged connections, and gave us important content and reflection time."

DISTRICT/ORGANIZATION TESTIMONIALS

"Will's approach engages each leader in the development critical leadership skills. Using guided reflections, book studies, sharing best practices, and the principles contained in his books, his sessions allow leaders to reflect and improve their approach to leadership and engaging staff, students, and the community. Our school leaders look forward to each meeting and have requested that we continue to offer Will's program." —Sheila P. Vitale, Esq. Director Office of Ohio School Sponsorship

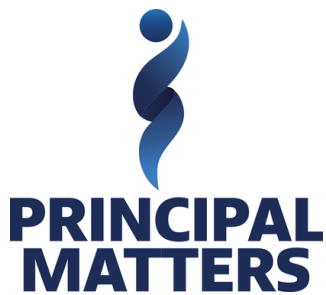
Will's ability to understand the needs within the district and strategize about how to fill those needs creating opportunities for growth and sustainability of that growth is embedded in his practice. We look forward to continuing our partnership with Will." —Dr. Mary Beth Bowling, Superintendent of Schools, Archdiocese of Louisville

"Our staff has been inspired by new ideas, provided motivation, and given practices that have grown their capacity better to serve students, teachers, and the community. Without any reservation, I strongly recommend Will Parker and his developed content to support campus and district leaders." —Brent Jaco, Superintendent, Pecos Barstow Toyah Independent School District, Pecos, Texas

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 or download via iTunes, Spotify, or wherever you listen to podcasts!



Consultant Bio:

WILLIAM D. PARKER



Meet William D. Parker, the visionary behind Principal Matters, LLC, an organization committed to empowering education leaders with effective solutions and strategies for uplifting students, inspiring teachers, and enhancing school communities. With over 30 years of experience as a teacher, assistant principal, principal, and education leader, Will has been recognized as Oklahoma's Assistant Principal of the Year and a Teacher of the Year for South Intermediate High School, Broken Arrow, Oklahoma. He is a prolific blogger, podcaster, and author of four books. Will resides near Tulsa, Oklahoma, where he continues to make an impact in the education industry.