



LEADERSHIP IMPACT MASTERMIND



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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 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.