

## Coaching for Principals and Senior Leaders

---

### Executive Summary

The leadership and vision of the senior team is the foundation for your school or academy's improvement and student attainment. CASL's executive coaching is designed to address your agenda and to develop the skills and strategies needed to achieve it. It is offered in partnership with Change4theBest, and provides challenging confidential support to equip your leaders

to solve problems, establish priorities and develop opportunities.

Newly appointed academy principals will find the personalised and issue focused approach particularly useful as they prepare to deliver the rapid impact and results expected by sponsors and stakeholders.

---

### Service Offer

- A personalised programme, addressing your priorities
  - An initial meeting at which you identify and clarify your role, its challenges and your current agenda
    - 12 sessions at monthly intervals: for each of these you choose the focus and your coach works with you to identify appropriate strategies and actions
    - 6 one-to-one meetings, lasting a maximum of 90 minutes
    - 6 telephone conversations, lasting a maximum of 90 minutes
    - Coaching by telephone or e-mail for specific issues between scheduled monthly conversations

### Key Features

- A scheduled opportunity to concentrate on your current issues, reflect on your vision and plan for the future
- Development of your strengths, your leadership style and your skills in managing both conflict and change
- Professional support and challenge to explore your plans and methods in a safe and confidential environment
- Personal and practical strategies to apply to your school leadership role

## Your Responsibilities

To obtain the maximum benefit from your coaching, you need to be committed to learning from it. A clear agenda prepared by you for each meeting will maximise the outcomes. Coaching is a process: you will need to work between meetings to achieve your self-set goals, and then analyse your successes and failures ready for discussion with your coach. These steps are essential for growth, transformation and development.

## Quality of Service and Evaluation

Each coach holds a professional postgraduate coaching qualification, conforms to the Code of Ethics and Good Practice of the Association for Coaching and works with a supervisor to ensure quality and consistency.

Each coach also has personal experience of working in a senior leadership position.

You have the opportunity to provide feedback to your coach after each monthly session. Formal feedback can be made to CASL's partner, Change4theBest, at any time and is scheduled after every third meeting.

CASL carries out regular customer surveys on an annual basis to monitor performance and ensure service excellence; the surveys cover at least 25% of service clients. If you have any concerns at any time, we welcome your feedback.

## Cost

Every coaching package is tailored and unique. For guidance, a package with 12 sessions of approximately 90 minutes each (6 in person and 6 telephone conversations), supported by telephone and e-mail contact for specific issues when required, would cost £5,000.

Travel expenses are charged at 40p per mile or standard class rail travel.

Once we have agreed how best to work together, package fees are payable in advance.

## Contact Details

For further information, send us your contact details, a brief outline of what you need, and some dates when we can call you.

We will then contact you as soon as possible

Contact us by using the CASL Extended Services Answering Service on **01733 866467** or e-mail [office@churchacademies.org.uk](mailto:office@churchacademies.org.uk) putting Extended Services in the subject line.