

Personalized Leadership Coaching: Maximizing strengths, Polishing Skills

As we settle in, please take a moment to reflect on how you are feeling coming into this session.



Cindy Rogan

Executive Leadership Coach and
Facilitator, BTS Spark

*BTS Spark is the social impact education practice of
BTS. We provide districts, schools, and not-for-profits
with world-class leadership coaching at not-for-profit
prices.*



BTS Spark

School leadership made personal



300
coaches
worldwide

20,000+
school leaders
coached

>99%
of participants
change their
leadership



Leadership mindsets





Reflect on a conversation where you felt listened to.

- **What did the person listening do?**

Reflect on a conversation where you did not feel listened to.

- **What did the person listening do?**

Polishing Your Listening Skills

- Understand the internal conflict between our own voice and others' voice and learn how to quiet your own
- Actively listen and use playback to help others feel heard
- Know how to use powerful questions to get to the heart of the issue





*Listening is not just hearing what
the other party in the conversation
has to say.*

Stephen R. Covey



*Listening is not just hearing what
the other party in the conversation
has to say.*

*Most people do not listen with the intent to
understand; they listen with the intent to reply.*

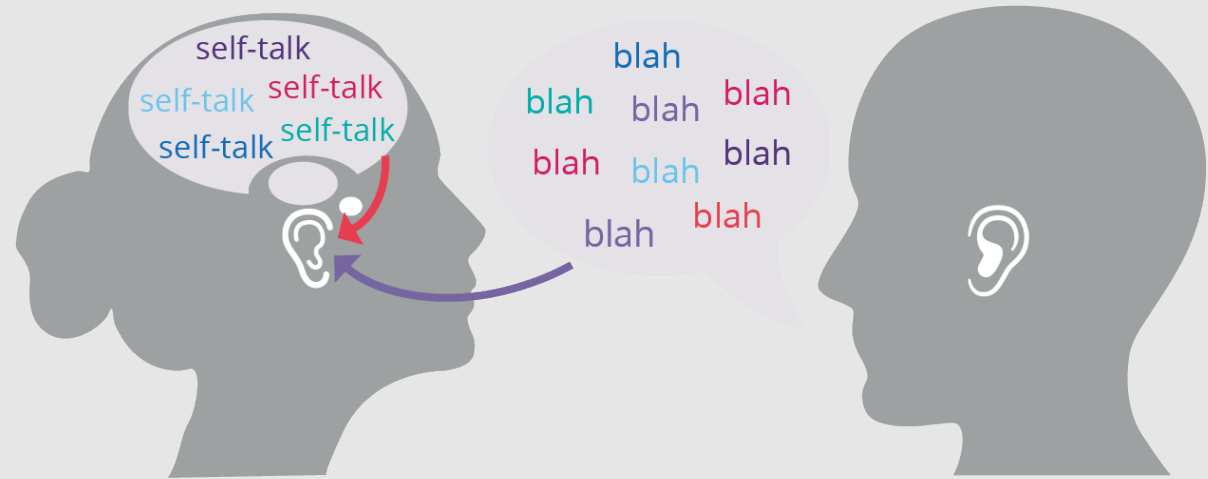
Stephen R. Covey

The Two Voices

This is about recognizing the two voices

One in our heads

The other being the other person – and focusing our attention on the second voice (the other person).



*"They already said
this"*

*"What will I say
next??"*

*"That's really
cool/tough"*

*"The same thing
happened to me..."*

*"I wonder why that
happened..."*

*"When's my next
meeting?"*

"Oh! I have an idea!"

The last time your two
voices were in play, what
was your inner voice saying?



Playing back

The goals:

- To make the other person feel truly seen and heard.
- To manage our attention, staying fully in the moment.

The approach:

- Listen attentively, but don't try to steer the conversation. Listen through the silences
- Ask questions only to clarify or confirm your understanding
- Repeat back what you are **hearing**, in your own language
 - *"If I understand right, what you're saying is..."*
 - *"What I heard was..."*
- Share what you are **seeing**
 - *"You seem really passionate about this..."*
- Hold the space until they have shared everything they want to
 - *"Sounds like you've got some concerns, can you say more?"*



Mirroring

The goals:

- To create psychological safety and open up the conversation

The approach:

- Pay attention to their body language and respond in kind. For example:
 - If they are passionate, lean in and align to their intensity with your posture and voice
 - If they are withdrawn, lower your own intensity and don't crowd their space



Playback & Mirroring

Speaker to talk for 3 minutes on a challenge you're facing at work that you have strong feelings about.

- Say “no” if the listener’s playback doesn’t capture your full intent.

Listener to be totally present, hold the space, listen and at the end only playback what you have heard and share any feelings or values they might be expressing.

- No questions or suggestions.

Spend 4 minutes total on the conversation, then switch roles and repeat.



Let's debrief

Sharer:

What did you notice?

Listener:

What did you notice?



A Personalized Coaching Moment

With Kim Fry and Cindy Rogan





Questions...



Why Coaching?



A **confidential, safe space** to discuss system leadership (without leaning on busy work colleagues, friends or family!)



Flexible and adaptable, it only takes an hour for a coaching conversation



Personalized, just in time, just enough and just for you



Provides **new perspectives** and new **ways of thinking**





**What's the gap in your own
professional growth that coaching
can fill?**

Coaching for Superintendents



Overview

Coaching for Superintendents is confidential, personalized and timely to meet you where you are given the complexity of your role.

An executive leadership coach can support you to:

- set clear and achievable goals, both for yourself and your district;
- navigate change by providing guidance on managing transitions, building resilience, and maintaining a focus on long-term goals;
- solve conflicts by equipping you with skills to resolve disputes effectively, fostering a more harmonious and productive work environment;
- communicate effectively in high-pressure situations.



Your Coaching Journey

- *Select* your coach from three highly qualified coaches matched to your profile
- *Assess* your leadership capabilities using an Executive Presence 360 (ExPI)
- *Develop* new leadership capabilities.
- *Learn* with your coach who will push your thinking, shift your mindsets and help you approach your challenges from a new perspective.



SUPERINTENDENT COACHING

Superintendent coaching journeys can be six or twelve sessions, and all include a 360 assessment, personalized learning materials and coaching from a highly qualified executive coach. Coaching sessions are 60 mins via Zoom or MS Teams. We recommend scheduling sessions every 2-3 weeks.

\$2,650 Semester Coaching Package (6 sessions)

\$4,900 Yearly Coaching Package (12 sessions)

Over 99% of those we coach say they have improved their leadership as a result of our coaching

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The Uncommon Sense of MESSY Leadership

School leadership is messy and school leaders are needing to be more adaptive, collaborative and decisive than ever before. Yet the answer can't be to work harder!

Drawing on coaching data from over 6,000 school leaders worldwide, Rosie and Alyssa will share insights on how school leadership is changing, share the top nine challenges currently being named by school leaders, and offer some practical strategies to support you to thrive as a 'MESSY leader'.



**Alyssa Gallagher
Rosie Connor**

**Order on
Amazon or ASCD**

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