

Evocative Coaching
Transforming Schools
One Conversation at a Time

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The image displays two book covers side-by-side. The left cover is for 'Trust Matters' by Megan Tschannen-Moran, featuring a sunset over a body of water with trees. The right cover is for 'Evocative Coaching' by Bob & Megan Tschannen-Moran, featuring a sunset over a coastal landscape with hills and water.

Our Hypothesis

*Conversations
Matter*

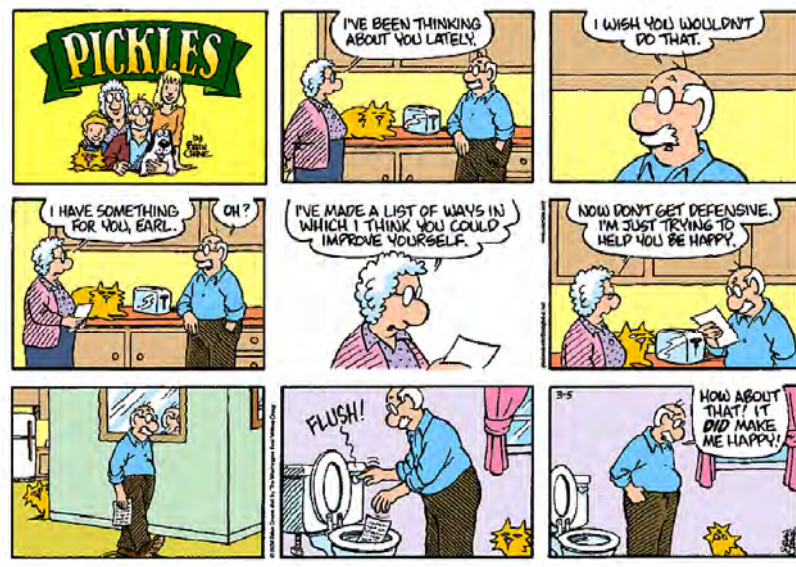
Traditional Conversations

- Tell & Sell
- Explain & Teach
- Demonstrate & Correct
- Educate & Elucidate
- Urge & Advise
- Push & Persuade
- Evaluate & Require
- Reward & Punish

run, fatboy, run



Traditional Impact

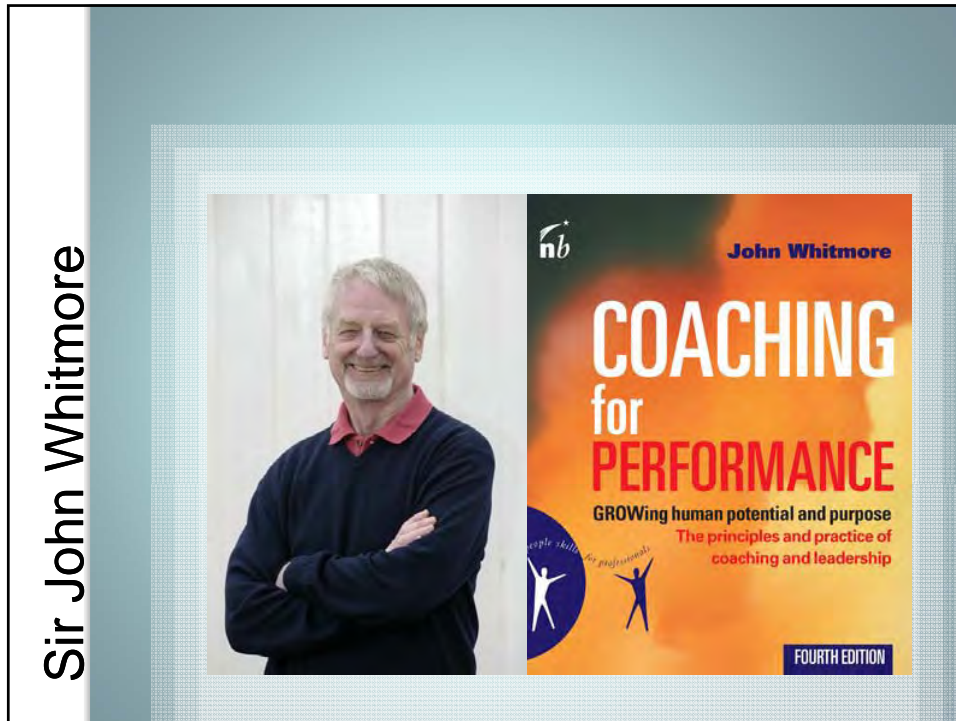


“People don’t resist change.
They resist being changed.”

~ *Irving Borwick*

Evocative Conversations

- Listen & Learn
- Inquire & Explore
- Collaborate & Create
- Empathize & Understand
- Observe & Discover
- Connect & Contribute
- Brainstorm & Choose
- Experiment & Execute



Paired Interviews

Think of a time when you took an “ask-don’t-tell” approach in teaching, coaching, or leading people.

- What did you value most about that experience?
- What did it generate in the way of energy and ideas?
- What helped you to take that stance?
- If you could more fully take an “ask-don’t-tell” approach in your relationships with people, what would that look like?

Questions are Evocative

□ *Evocative*

Calling to mind, bringing into existence, causing to appear, summoning into action, finding one's voice (from Latin *ēvocāre*, to call).

□ *Coaching*

Transporting to a desired destination in a comfortable carriage (from Hungarian *kocsi*, after Kocs, a town where such carriages were first made).

“A world of questions
is a world of possibility.”

~ *Marilee Adams*

Evocative Coaching

Calling forth motivation
and movement in people,
through conversation
and a way of being,
so they achieve desired outcomes
and enhance their quality of life.

Core Elements



- Person-Centered
- No-Fault
- Strengths-Based



“The person-centered approach rests on a basic trust in human beings, and in all organisms, to flow toward the constructive fulfillment of their inherent possibilities.”

~ *Carl Rogers*

No-Fault



- Nonjudgmental Stance
- Authentic Caring
- Story Listening
- Expressing Empathy
- Hearing the Golden Sigh

“People do better when they are not governed, constricted, and tightened up by fear.”

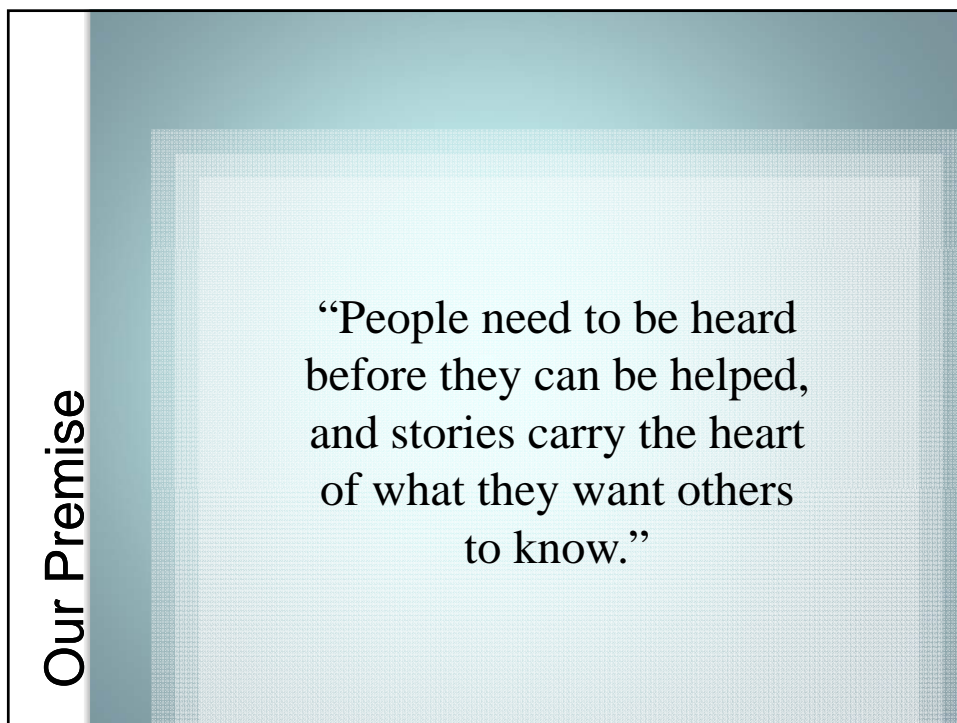
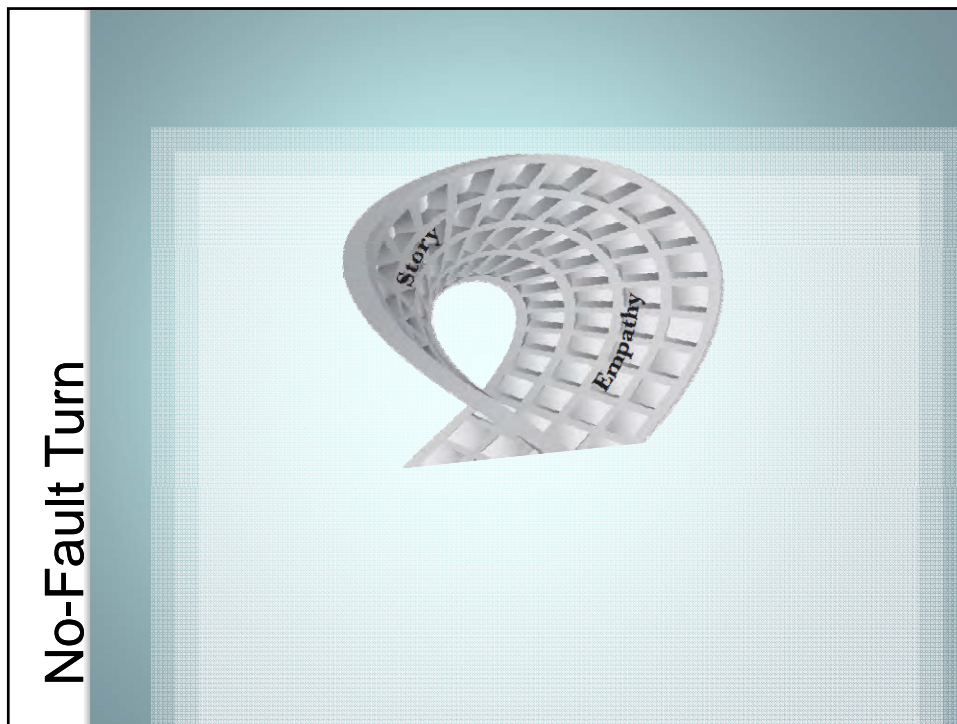
~ *Rosamund Stone Zander*

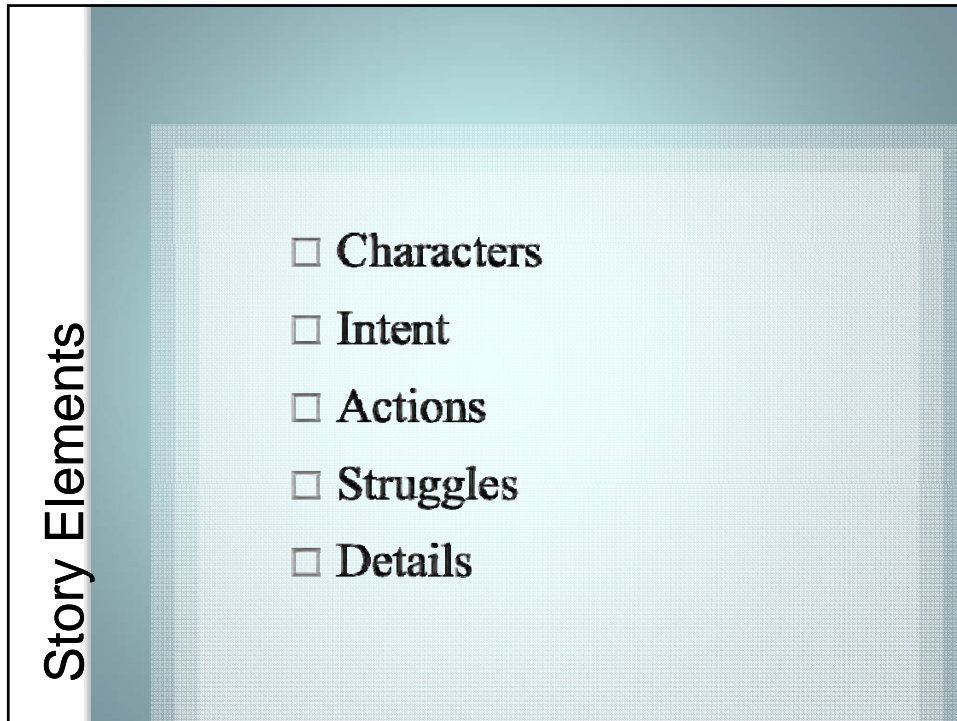
Strengths-Based

- **Appreciative Stance**
- **Discovering Vitality**
- **Inviting Possibility**
- **Brainstorming Ideas**
- **Designing Experiments**



“The more we know
about our strengths,
the better our changes will be.”







Listening Well

**LISTEN
SILENT**

The graphic features a teal background with a white vertical bar on the left containing the text 'Listening Well'. The main content is enclosed in a light blue rectangular frame. The words 'LISTEN' and 'SILENT' are stacked vertically in a large, bold, black serif font, centered within the frame.

Listening Essentials

- Quiet Listening
- Mindful Listening
- Reflective Listening
- Imaginative Listening

Expressing Empathy

- *Pity*: Grieving another person's experience
- *Sympathy*: Emotional contagion with another person's experience
- *Empathy*: Respectful understanding of another person's experience

No-Fault Presence



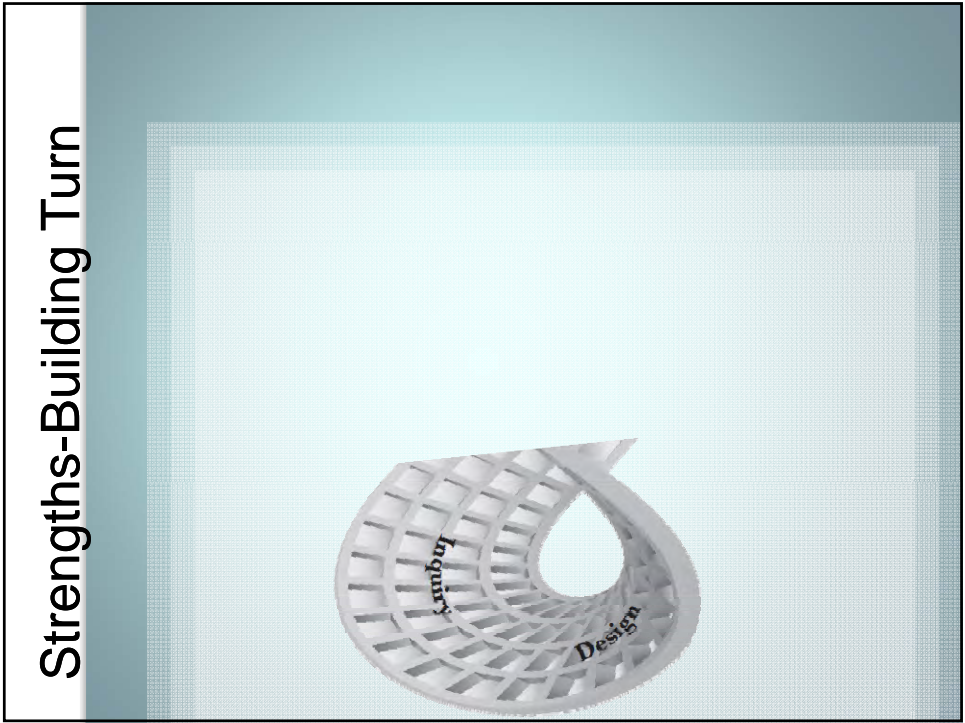
Monty Roberts

- Join Up
- A Way of Being
- Fostering Trust & Rapport
- Calm Assurance
- Playfulness
- Openness to Possibility

Emotions Matter

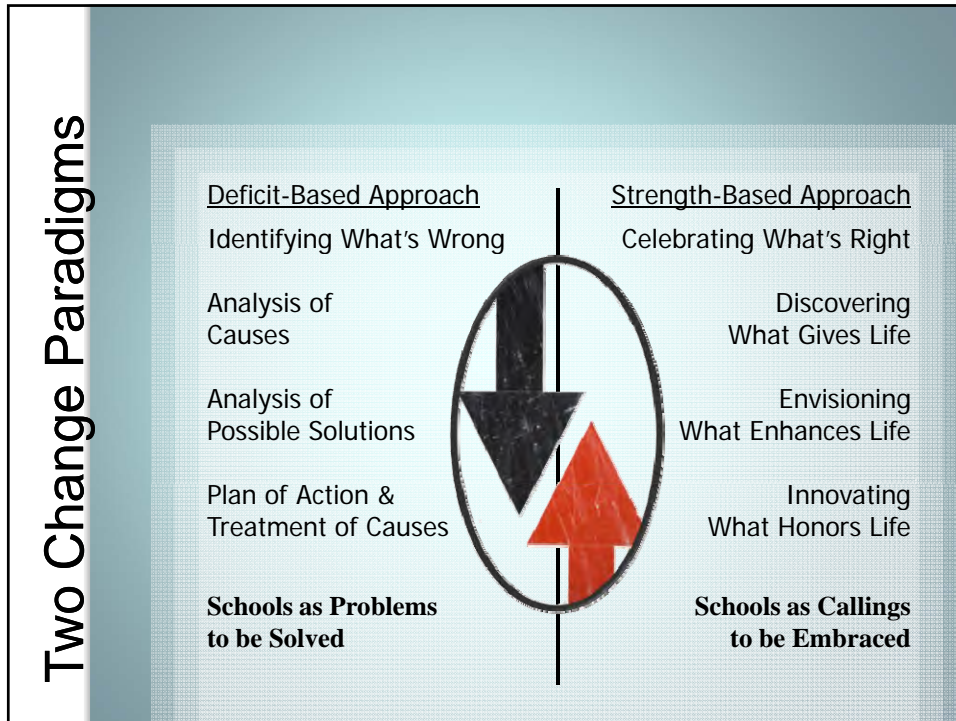
“An average negative experience compromises optimal performance for approximately four hours.”

~ Izzy Justice



Our Premise

“Discovering and exploring strengths awakens curiosity, willingness, wholeheartedness, and organizational alignment. It is a better way to change.”




“Excellence is not the opposite of failure. To learn about success you have to study success. Only successful examples can tell you what excellence looks like.”

~ Marcus Buckingham

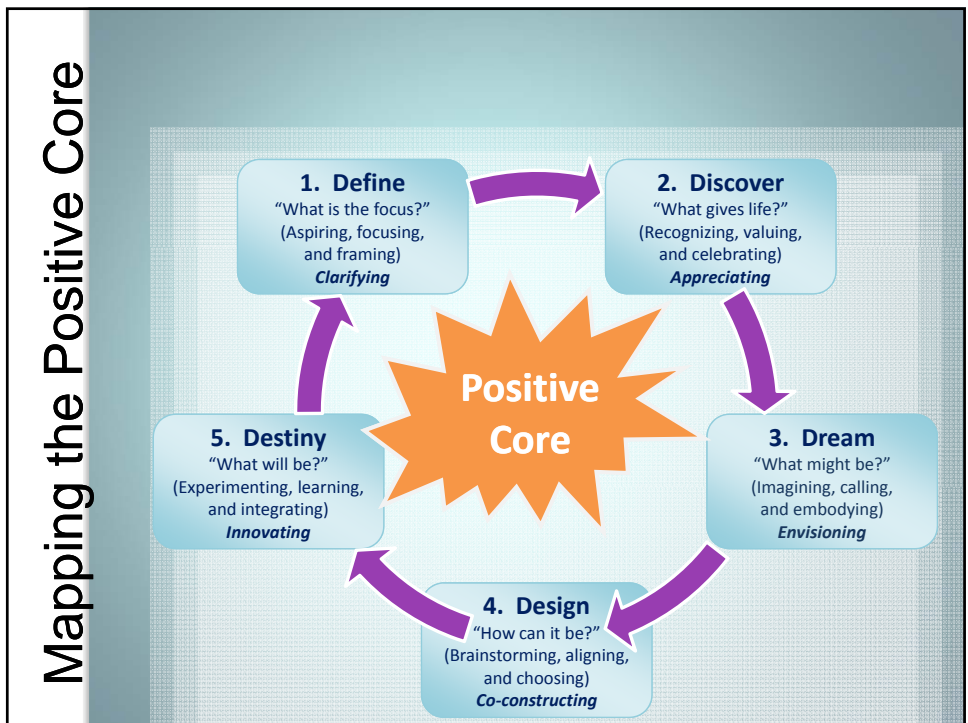
Discovering Strengths

- **Appreciative Interviews**
- **Appreciative Assessments**
- **Appreciative Observations**



when we are at our best...

Courtesy of the John Templeton Foundation/Image-Full Moon Graphics



“By celebrating what’s right,
we connect with our passion
and find the energy
to fix what’s wrong.”

~ Dewitt Jones

Observing Vitality

- **Observing Success**
positive self-monitoring
- **Observing Reality**
inductive self-monitoring

Observation Essentials**OARS**

- **Observable**
not evaluative commentary
- **Actionable**
quick wins bolster self-efficacy
- **Relevant**
tied to self-directed learning goals
- **Surprising**
reveals new aspects of experience

Paired Interviews

- What has been your best experience of observing yourself in action, or of being observed by someone else, and of learning happily from the experience?
- What helped to make that experience so positive, rewarding, and productive?
- If you could make any three wishes come true for your use of observations as a learning tool, what would they be?

Design Thinking

An exploratory process that opens new horizons and uncovers previously overlooked possibilities for constructing better products, approaches, and organizations through positive discourse.

Design Thinking Formula

INSPIRATION
+
IDEATION
+
IMPLEMENTATION

“Nothing is as dangerous
as an idea when it is
the only one you have.”

~ *Émile Chartier*

Brainstorming Guidelines

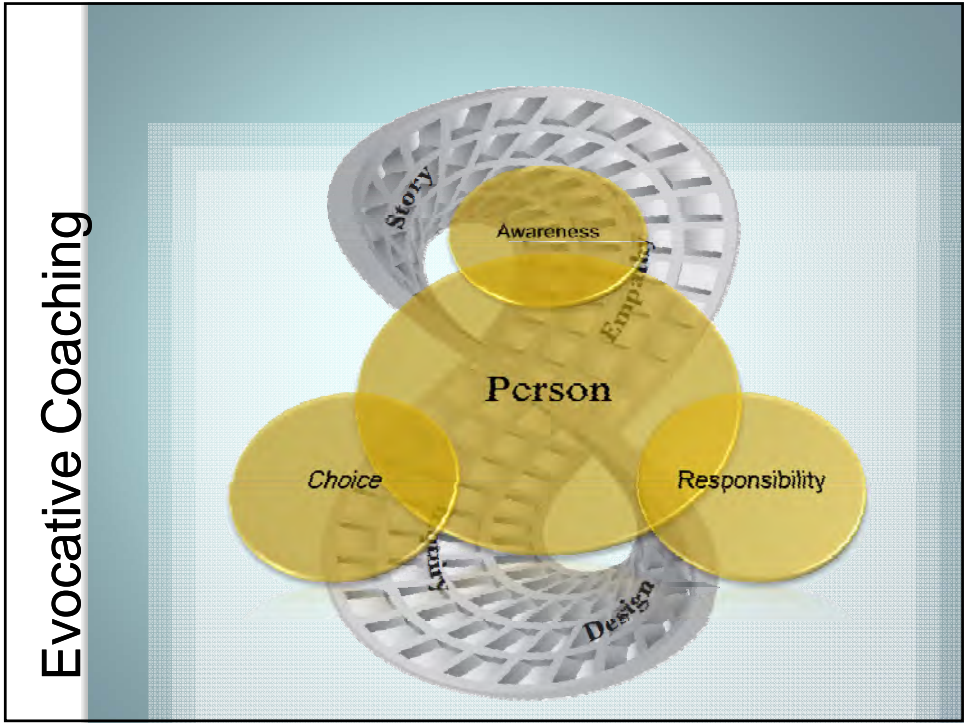
- Set playful rules.
- Stretch your mental muscles.
- Sharpen the focus
- Number your ideas.
- Build and jump.
- Leverage the space.
- Get physical.

Prototyping Solutions

- Action Learning
“Fail often to succeed sooner.”
- Design & Conduct
S.M.A.R.T. Experiments
Specific, Measurable, Attainable,
Relevant, Time bound
- Awareness & Action Experiments

Aligning Environments





Session Feedback

Help us by giving feedback about this session.

You are currently attending session 3231.

Please visit www.ascd.org/evaluations to let us know how it went.

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