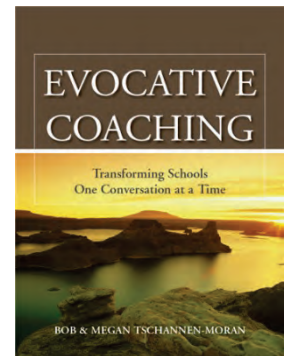


# Center for School Transformation: Case Statement

[www.SchoolTransformation.com](http://www.SchoolTransformation.com)

There's a lot of conversation about how to make schools better. Unfortunately, the conversation often makes things worse. The Center for School Transformation has developed a way to change that: through inviting educators and other stakeholders into the innovation process as valued collaborators, who need not fear the consequences of sharing their experiences, expressing their feelings and needs, exploring strengths, imagining new possibilities, and experimenting with how best to meet the educational needs of students. By unleashing the tethers to old ways of thinking, doing, and being, new possibilities break forth for school transformation and design.



Bringing together the best research and wisdom in educational leadership and professional coaching, the Center's founders, Bob & Megan Tschannen-Moran, have developed a simple yet profound way of facilitating new conversations in schools through Story Listening, Expressing Empathy, Appreciative Inquiry, and Design Thinking. We call the process Evocative Coaching and it works in a wide range of contexts: from one-on-one interactions to small-group conversations to large-group planning and development processes. From the transformation of an individual's professional practice to the transformation of an entire school system, Evocative Coaching offers a way forward.

We invite you to bring us in as a partner on the journey. Training in Evocative Coaching for coaches, teachers, and other school leaders is the primary work of the Center for School Transformation. Without ever having to leave their districts or pay for travel and lodging, trainees participate in a 13-session, 20-hour program that takes place in a virtual classroom created by advanced telephone bridgeline and online meeting technologies. If educators can make a long-distance phone call, they can participate in this training program. It is a surprisingly effective experience that affords practice in dyads and small groups as well as hands-on assignments between classes.

One trainee, a staff development coordinator in a city school system, described the training experience in these terms: "Even though I have been coaching teachers for 20 years, I have learned so much from this opportunity. The *depth* of this practice really resonates with me. I have found the Evocative Coaching model to be a fusion of so many aspects of good practice and human relations. I am convinced that this could positively transform schools, changing what we have come to believe about education."

Such responses are common as people experience and work their way through our person-centered, no-fault, strengths-based approach to performance improvement, professional development, and school transformation. By cultivating this approach until it becomes second nature, both self-directed learning and collaborative learning with other professionals are accelerated and enhanced. Through Evocative Coaching, schools are transformed one conversation at a time.

In addition to our acclaimed virtual training programs in Evocative Coaching, the Center for School Transformation also offers keynote addresses, site-based training workshops, leadership coaching, and whole-system transformation initiatives. For more information on these programs, or to arrange a consultation, contact: Bob Tschannen-Moran, CEO & Co-Founder, Center for School Transformation, (757) 345-3452, [info@schooltransformation.com](mailto:info@schooltransformation.com).