
Evocative Coaching Training Program

The core training program of the Center for School Transformation takes educators through the basics of our signature, evocative-coaching process for performance improvement. More than 200 school leaders, teachers, staff developers, and support coaches have now learned to engage in more productive and life-giving professional development conversations. The live classes take place in a unique virtual classroom that can be accessed easily and affordably either via the telephone or through Skype. It is a surprisingly effective experience that affords practice in dyads and small groups as well as hands-on assignments between classes.

Based on a book by the Center's founders, Bob & Megan Tschannen-Moran, the core training program assists anyone concerned about improving their own performance or tasked with the responsibility of improving the performance of others to learn how to have conversations that are more likely to generate better student outcomes and enhanced school climate. The title of the book summarizes the goal of the program — *Evocative Coaching: Transforming Schools One Conversation at a Time* (Jossey-Bass, 2010). Register online for upcoming cohorts at www.SchoolTransformation.com.

In addition to our all-virtual training programs, we also offer hybrid formats for dedicated cohorts of 20 or more people including a combination of on-site training days and follow-up sessions in our virtual classroom. These hybrid formats are enjoyable and effective ways to build coaching leadership skills. Practicing new methods over time solidifies our person-centered, no-fault, and strengths-based approach to performance improvement, professional development, and school transformation. Contact us through our website or write info@schooltransformation.com for more information and special group pricing.

Coaching Certification

Participants in the evocative coaching training program who document a total of 60 hours of participation time, both in-class and out-of-class, receive a 60-hour Certificate of Completion. Those who want to go further in developing and demonstrating their skills can pursue becoming a “Certified Teacher Development Coach” or a “Certified School Leader Coach” through the [Center for School Transformation](http://www.CenterforSchoolTransformation.com). Participants may also qualify for certification as a “Board Certified Coach” through the [Center for the Credentialing & Education](http://www.CenterfortheCredentialing&Education.com) as well as a “Master Certified Coach” through the [International Association of Coaching](http://www.InternationalAssociationofCoaching.com).

Conference Speakers & Seminar Leadership

In addition to the evocative coaching training program, we also provide inspiring conference speakers and standalone workshops on a variety of topics in both large- and small-group contexts. Recent topics include:

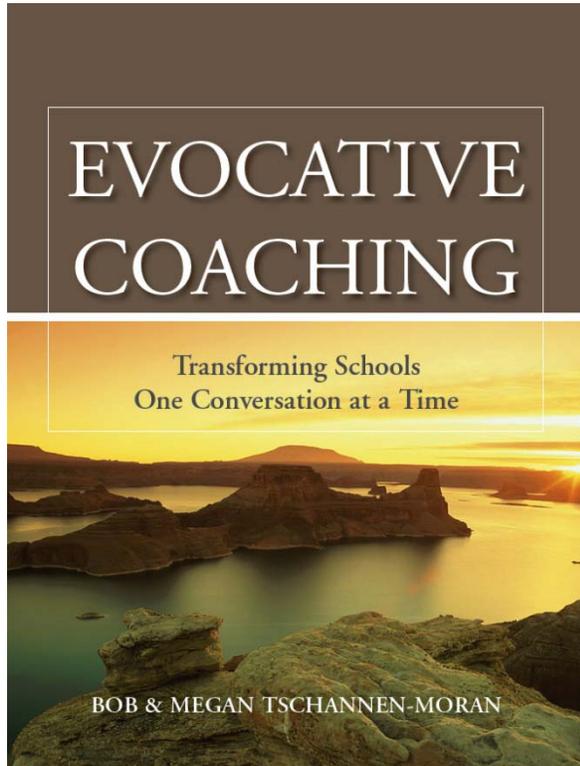
- Coaching Leaders: Changing Conversations for School Success
- Six Keys for Creating a Coaching Culture in Schools
- Trust Matters: Creating Conducive Spaces for Learning
- Three Principles for Enhancing Teacher Collaboration
- Expressing Empathy: Communicating with Compassion
- Observing Vitality: Building on Strengths

Whole-System Transformation Initiatives

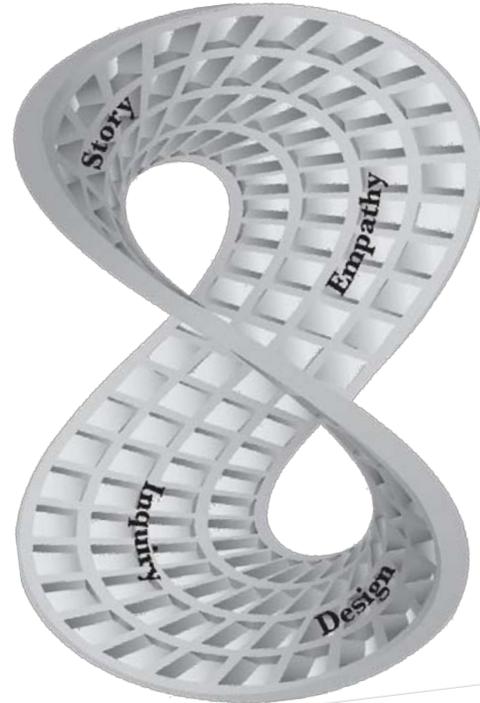
For those organizations interested in strategic planning and systems change, the [Center for School Transformation](http://www.CenterforSchoolTransformation.com) also facilitates processes with groups of any size using appreciative inquiry, a strengths-based model for organizational development, strategic planning, and design thinking. This model engages as many stakeholders as possible in the identification and realization of their highest aspirations. Instead of focusing on what's wrong, the process assists groups to discover and build on what's right. Shifting the focus in this way can be exhilarating, as participants reconnect with their passion, build trust, dislodge their imagination, and soar to new heights of possibility. It cultivates the trust, hope, and vitality that are so essential to school transformation.

School Transformation through 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.



THE NO-FAULT TURN



THE STRENGTHS-BUILDING TURN

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<p>Step 1: STORY LISTENING</p> <ol style="list-style-type: none"> 1. <i>Initiate</i> <ol style="list-style-type: none"> i. Establishing rapport ii. Appreciative questions iii. Attentive listening 2. <i>Elaborate</i> <ol style="list-style-type: none"> iv. Exploring stories <p>Step 2: EXPRESSING EMPATHY</p> <ol style="list-style-type: none"> 3. <i>Validate</i> <ol style="list-style-type: none"> v. Offering reflections vi. Celebrating progress vii. Clarifying focus in the learning brief 	<p>Step 3: APPRECIATIVE INQUIRY</p> <ol style="list-style-type: none"> 4. <i>Appreciate</i> <ol style="list-style-type: none"> viii. Discovering strengths ix. Observing vitalities 5. <i>Extrapolate</i> <ol style="list-style-type: none"> x. Framing aspirations xi. Inviting possibilities <p>Step 4: DESIGN THINKING</p> <ol style="list-style-type: none"> 6. <i>Innovate</i> <ol style="list-style-type: none"> xii. Brainstorming ideas 7. <i>Deliberate</i> <ol style="list-style-type: none"> xiii. Designing experiments xiv. Aligning environments 8. <i>Activate</i> <ol style="list-style-type: none"> xv. Confirming commitment xvi. Session feedback