

Executive Coaching Professional Learning

**Texas Strategic Leadership
June 11, 2024**

Executive Coaching Overview: New TSL ESC Staff

1:00-4:00



welcome
TO THE
TEAM

Region 16 ESC Executive Coaching Team



Tanya Larkin, Ed.D.
Executive Director



Nathan Maxwell, Ed.D.
Associate Executive Director



Syd Sexton
Executive Coach
and TSL Lead



Lawana Pulliam
Executive Coach
and TSL Lead

In Partnership With
Pathfinder Leadership Coaching



Rene Cano
Executive Coach
and TIL Lead



Cassie Swan
Performance Management
& Data Analyst



Christine Scroggs
Assistant Director
of Executive Coaching



Stephanie Phillips, Ed.D.
Executive Coach

The Real Us!



Christine Scroggs

Assistant Director of Executive
Coaching

REGION 16 ESC

Christine.Scroggs@esc16.net
806.677.5275



Rene Cano

Executive Coach and TIL lead

REGION 16 ESC

Rene.Cano@esc16.net
806.677.5000

TSL



Excited to continue to be part
of this **AMAZING** team!

Overjoyed!

Humbly honored!

YOU Matter!

Please take moment to
add your ESC and your
TSL Role to your Zoom
name.

*Example: Christine Scroggs, R16 ESC,
Executive Coach*



YOU Matter!

Share with your partner:

WHY you are here – WHY did you CHOOSE this work?

Something FUN about you or your family.

- 6 min in Breakout Rooms of 2
- Be prepared to share something about your partner!



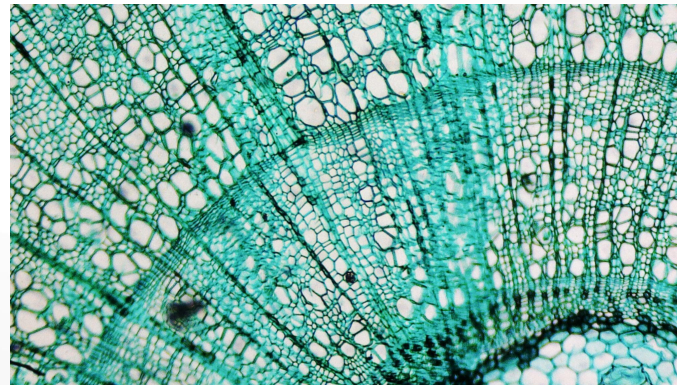
Today

Executive Coaching High-Level Overview

May 15 or June 5, 2024

Executive Coaching Detailed Overview

Today





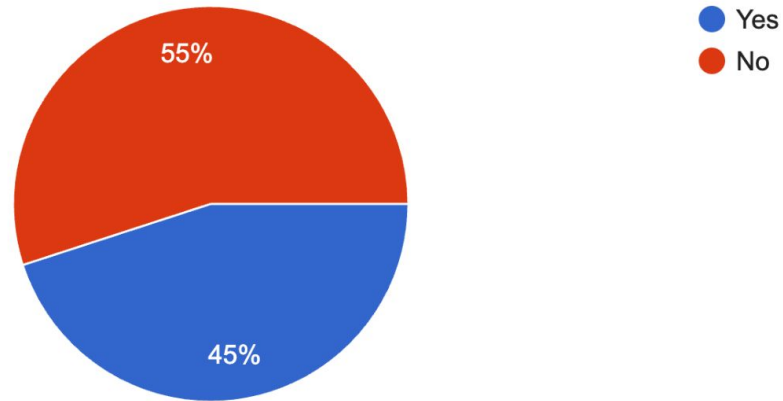
Gridiron Gameplan



Know Your TEAMMATES

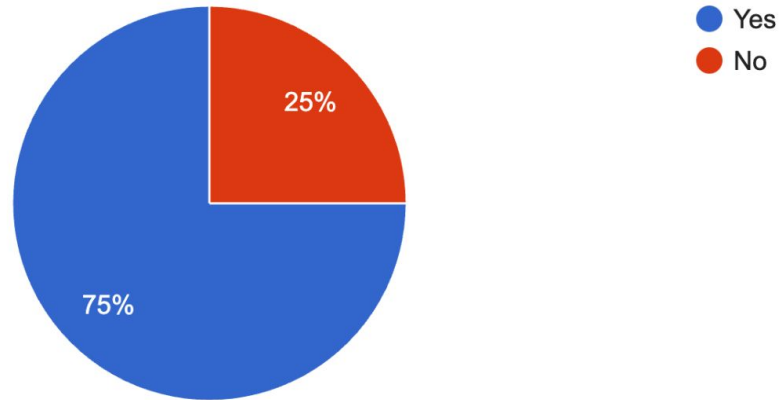
Have you served as a Superintendent in a Texas School District?

20 responses



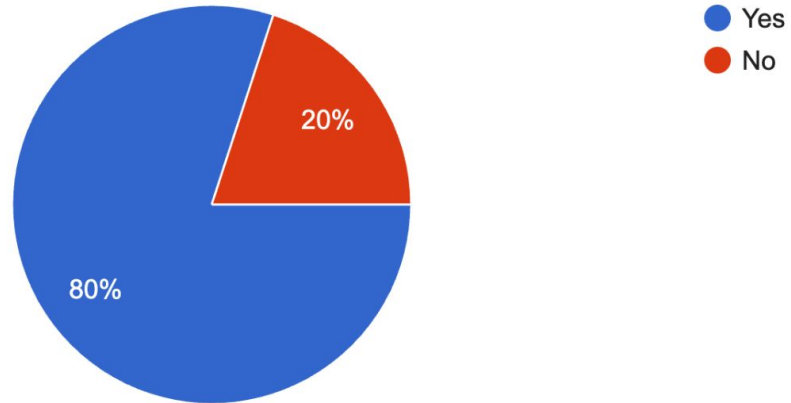
Have you served in a Central Office Leadership position in a School District before?

20 responses



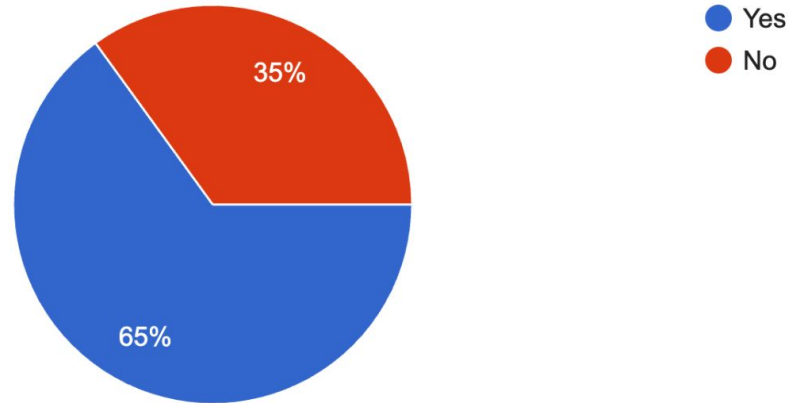
Have you served as a Principal on a campus before?

20 responses



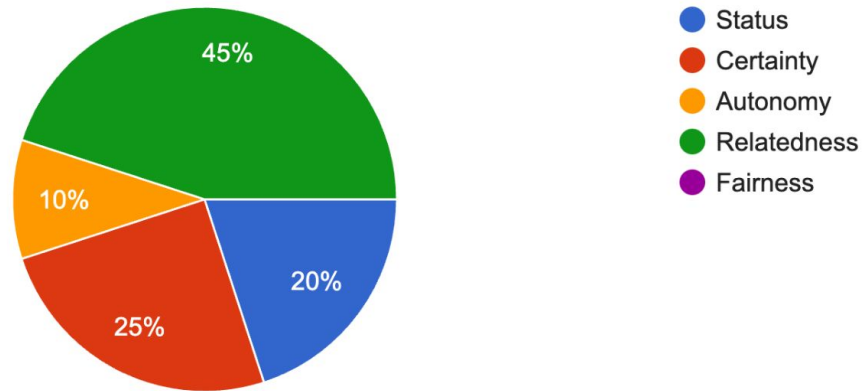
Have you read this article or have you heard of the SCARF model before today?

20 responses



Which of the components of SCARF (Status, Certainty, Autonomy, Relatedness, and Fairness) do you believe to be the most important when coaching an executive?

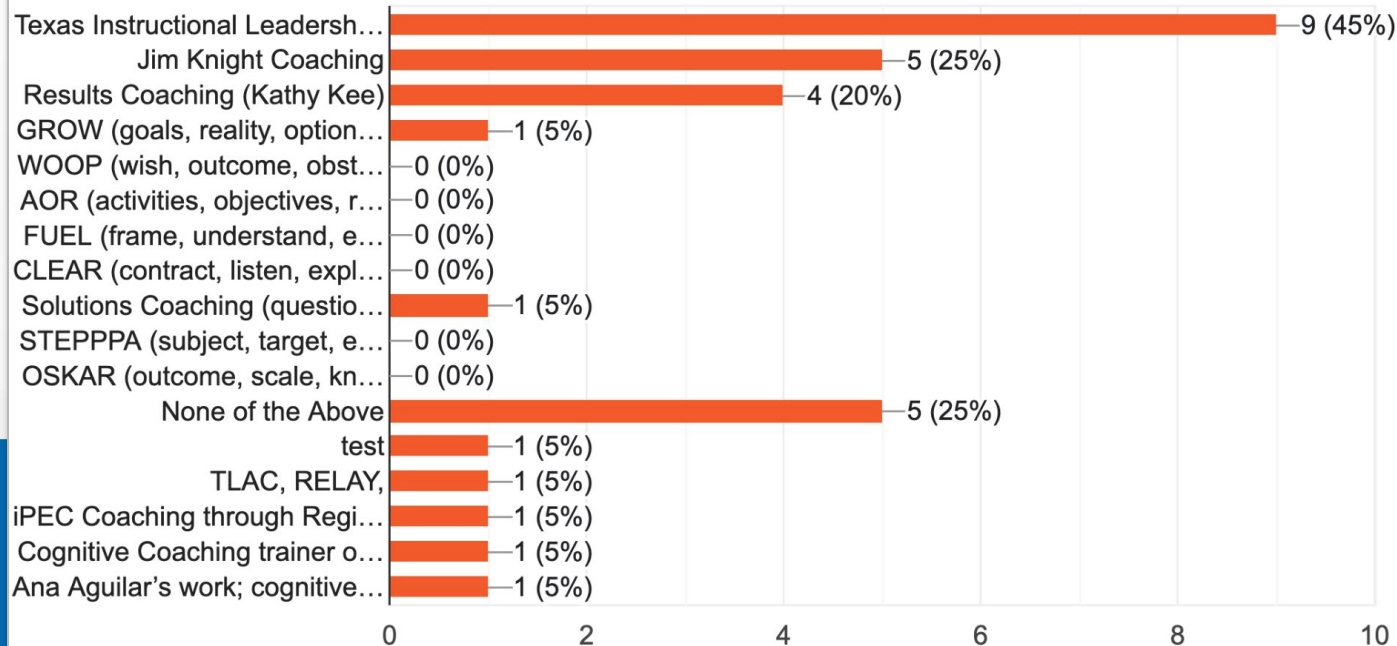
20 responses



SCARF

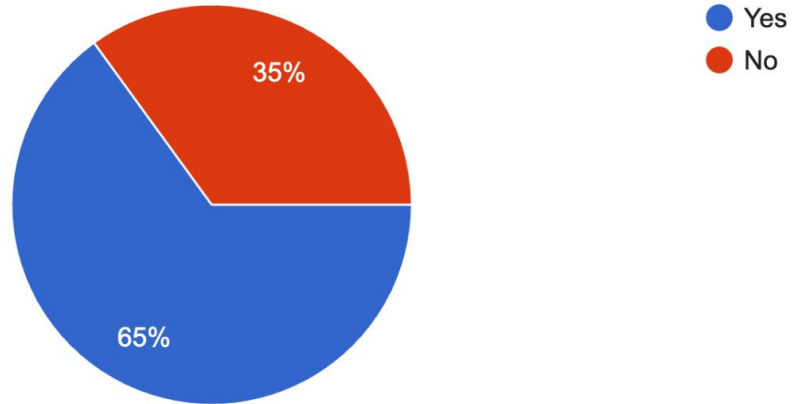
Please identify any of the coaching models that you have either been coached by or in which you have been trained as a coach. If you have experienc...her at the end of the question as well. Thank you!

20 responses



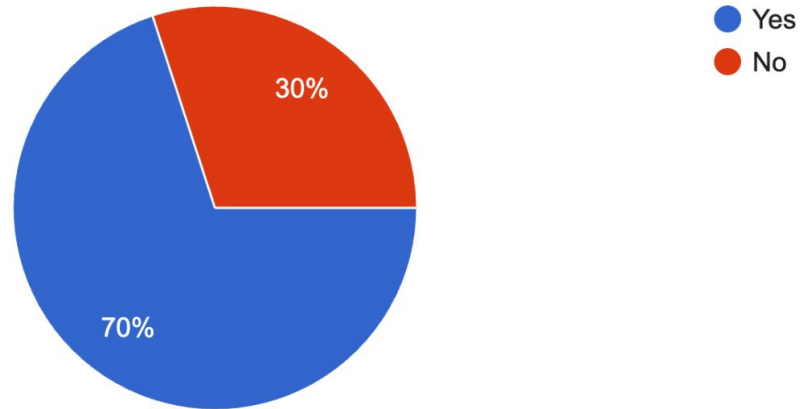
Have you been COACHED before in a previous role?

20 responses



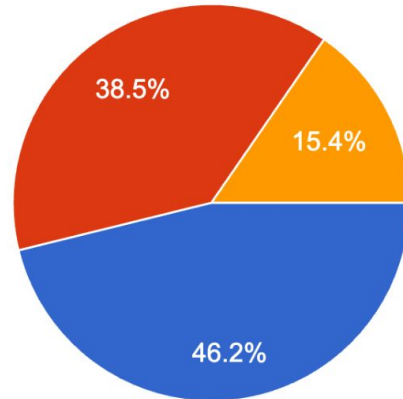
Have you served as a COACH in a previous role?

20 responses



Based on your experience while being "coached" in your previous role, how would you rate that experience overall? Please choose ONLY ONE answer.

13 responses



- EXCELLENT: My experience being coached was very positive and helped me grow in my role and meet my goals.
- GOOD: My experience being coached was good in that it was positive, but I feel that it could have been better in h...
- FAIR: My experience being coached was fair in that it was just ok and didn't...
- AWFUL: My experience being coached was awful in that it felt like a waste of t...

The most rewarding aspect is building a trusting relationship with a leader and becoming a true thought partner for them. By providing a safe space for the leader to think through issues and solutions, using critical and creative thinking, empowers them and develops their leadership capabilities.

It is rewarding to facilitate others in their progress toward their professional goals. Providing a reflective framework for analysis and growth is a wonderful process. It is also inspiring to be a part of a coaching culture and experience the collaborative nature of relationships and collegial support.

Watching folks bloom is so beautiful! I love to support leaders as they see a problem, devise and implement a solution, and monitor effectiveness toward their goals.

Most Rewarding Aspect of Coaching Others

It can be challenging to stay in the coaching role and not give advice, especially when you have experience in their situation or area. However, disciplining myself to remain in the coaching role leads to greater success for my clients.

I would flag a lack of reality/honesty as a challenge. There are just some folks who don't see clearly or act clearly even after conversations and data that should illuminate a reality and the next steps to improve it. I suppose some level of denial is what I'm trying to describe.

Being OVERLY EMPATHETIC! Allowing for the constructive struggle.

Most Challenging Aspects of Coaching Others

Beliefs about Executive Coaching – Last Year

If ever there has been a need for EXECUTIVE COACHING for Superintendents and Leadership Teams, *It is TODAY.*

Coaching is vital to the growth of a leader.

Adults who are reflective about their practice and their relationships can grow.

Coaches are **“HOPE Builders”**

Happiness is when we live life INSIDE OUT, not OUTSIDE IN.

When our focus is on helping and serving others, life truly has meaning.

Coaching is **SERVANT LEADERSHIP** and in that I have always believed!

Beliefs about Executive Coaching

Every leader deserves to have a coach!

The ultimate goal is to empower clients, enabling them to reach their full potential and sustain their growth independently.

We are to engage fully, inspire through thoughtful responses and questions, and empower others.

Everyone has the capacity and need to grow through coaching. We don't have the ability to "know it all" ever, and the opportunity to develop as humans and leaders is an invaluable gift.

A rising tide lifts all boats.

Beliefs about Executive Coaching

Leadership can be a lonely, stressful job. However, the one-on-one coaching relationship can provide a safe space for thinking through complex situations and issues before the leader is ready to share with others. This empowers the leader and thereby, grows their leadership ability.

Executive coaching is an exciting tool for our education professionals! We are experiencing unprecedented challenges in public education, with superintendents and executives constantly stressed, grappling with difficulties, and often feeling isolated. Providing coaches for these leaders can significantly increase job satisfaction and reduce turnover, ultimately enhancing student outcomes. In short, I strongly believe that executive coaching can be an incredibly effective tool for improving educational outcomes.

Beliefs about Executive Coaching

I believe that every person needs a coach. As a coach, my job was to hold my players accountable, to teach them how to perform their best, to give tremendous effort even in the toughest of battles, and to help them make reactionary decisions in real time based on certain inputs that they received that would help make them and their team successful. I think, ultimately, that coaching executives is very similar. The importance is to be able to observe and listen in order to provide feedback that takes a bigger picture into account than just what they see in the immediate time frame.

I believe every leader should have a coach. Coaching is the most powerful professional development because it is tailored to the individual. It empowers leaders to move forward and grow. I believe it is a gift to give leaders the time and space to listen so that they can work through their situation with my reflective questioning.

Chat Waterfall



Write First. Send Second.

Choose a word, phrase, or a quote from the previous “belief” slides that resonates with you. Type that into chat, along with **WHY** it matters. Be ready to hit send when requested.

Questions You Have

- What coaching model are we using?
- What approach are we using - coaching, consulting, or mentoring?
- How is executive coaching different than other coaching?
- What are the roles and responsibilities of each TSL ESC team member?
- What are the coaching best practices we will focus on?
- How are we incorporating “change leadership” into the coaching?
- Will we receive a pool of reflective questions to use as an executive coach?
- Will I receive ongoing training to serve as an Executive Coach?
- Will we have an assigned coach with structured check-ins?

Learning Objectives

Materials Site: r16.us/TSLEC

Dropdown: June 11, 2024 - Executive Coaching Overview for New TSL ESC Team Members

By the end of this session, I will:

- **Know** WHY there is a focus on Executive Coaching in TSL & WHO we are called to BE as Executive Coaches.
- **Understand** foundational principles of Executive Coaching.
 - ECF, Trust, Mindset
- **Be able to** articulate the essence of my role as an Executive Coach in TSL.

in order to...

KNOW

- The qualities, characteristics, and skillset of effective Executive Coaches

DO

- Executive Coaching at the most effective level possible

BE

- Servant Leader
- Avid Learner
- High Expectations Standard Bearer
- Connector and Partner

WHY a Focus on Executive Coaching



Core Idea

Everyone needs a coach.

What We Hear from the Field

“Superintendents **deserve** customized, highly effective coaching.”

“***My best development has been from my former executive coach.*** He made me a better leader for others while still being authentic.”

What is Executive Coaching?



Executive Coaching is...

the manifestation of ***servant leadership*** as one seeks to draw out, inspire, and develop the best and highest within people from the ***inside out*** .



The purposes of a person's heart are deep waters, but one who has insight draws them out.

Executive Coaching

What It Is *Not*

Fixing

Spying

Advice

Coach-driven

“I”

Mentoring

Therapy

Consulting

“What I would do is...”

Telling

“When I...”

Being a Friend

Based on one coaching model

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As you review the **Portrait of an Executive Coach**, pull out one characteristic that you envision is going to be critical to lean into as an executive coach when coaching leaders through strategic planning.

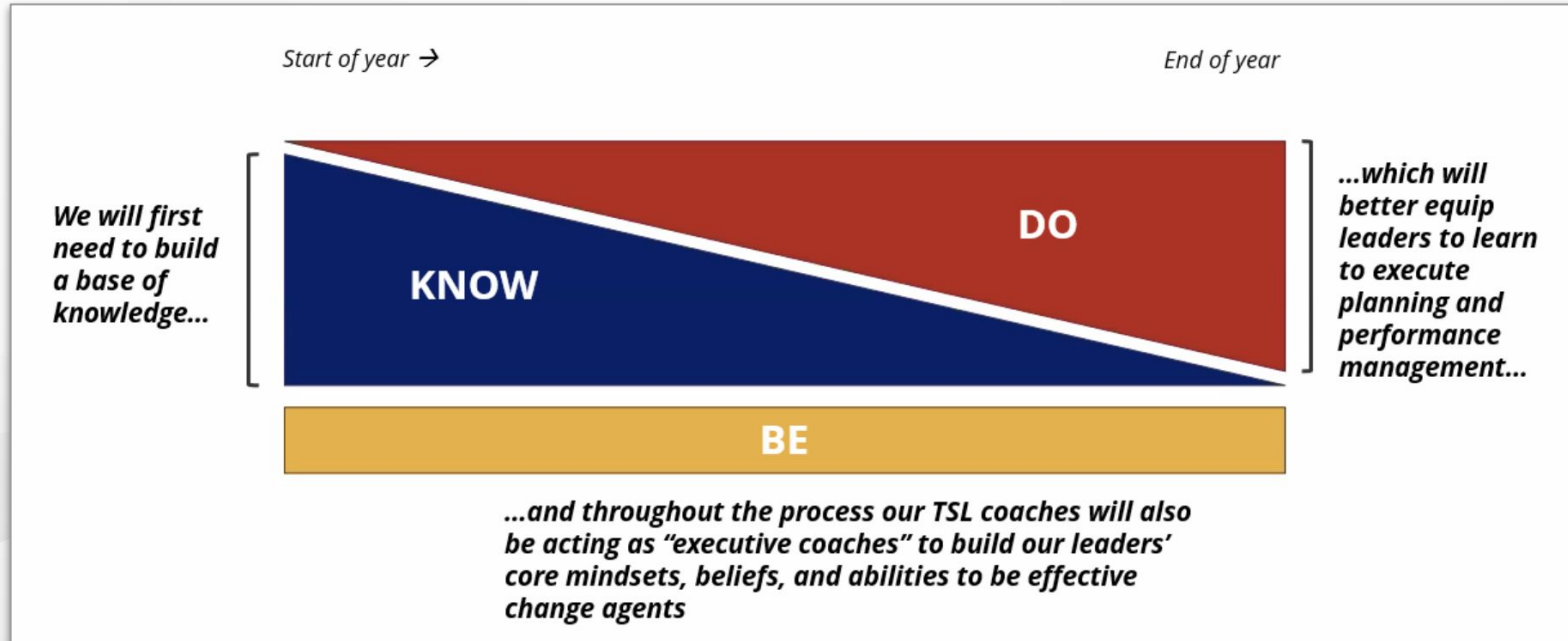
Share that with your breakout room group - along with a brief statement as to **WHY** you feel it is critical.

Be ready to share with the whole group.



Know Your Position

Our Position on the Field



TSL Executive Coaching Connections



**TEXAS
STRATEGIC
LEADERSHIP**

ESC TSL Teams will coach superintendents and leadership teams through key milestones aligned to key decision-making time periods



- Launch Steering Committee
- Conduct Landscape Analysis

- Draft Envisioned Student Experience
- Draft Student Outcomes Goals
- Determine Strategic Priorities and Aligned Initiatives
- Attend Learning Lab Experience

- Create "Strategy on a Page"
- Align Resources and Systems to Strategic Plan
- Create Measurement Plan
- Create Implementation Plan

Executive Coaching

Coaching

through

Change Leadership



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Executive Coaching Framework

Executive Coaching **Framework**



Executive Coaching is the manifestation of servant leadership, as one seeks to draw out, inspire and develop the best and highest within people from the inside out.

This structured framework defines the essence of Executive Coaching while also functioning as a versatile tool empowering coaches to customize their strategies. By leveraging this framework, Executive Coaches are equipped to inspire others, facilitating the realization of their utmost potential both professionally and personally.

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Executive Coaching **Framework**



ECF Level 1: Foundational/Relational/Preparation

Essential Actions

- 1.1 Demonstrates Ethical Practice
- 1.2 Cultivates Trust
- 1.3 Embodies a Coaching Mindset
- 1.4 Leverages the "SCARF model" to Increase Effectiveness
- 1.5 Leverages the Commitment/Capacity Coaching Quadrant Model
- 1.6 Defines the Relationship through a Partnership Agreement

ECF Level 2: Entering the Conversation

Essential Actions

- 2.1 Understands Life as a Series of Conversations
- 2.2 Enters the Conversation with Intentionality and Purpose

ECF Level 3: Leveraging the Art of Coaching

Essential Actions

- 3.1 Communicates Effectively
- 3.2 Identifies the Type of Coaching
- 3.3 Uses Effective Coaching Language, Tools and Techniques
- 3.4 Uses the Power of Silence Effectively
- 3.5 Coaches Client through Systems Level Thinking to Impact Outcomes

ECF Level 4: Exiting the Conversation

Essential Actions

- 4.1 Summarizes the Conversation
- 4.2 Articulates Next Steps and Seeks Clarity
- 4.3 Seeks Feedback

ECF Level 5: Measuring Outcomes (Performance Management)

Essential Actions

- 5.1 Coaches Client through Change Leadership
- 5.2 Coaches Client through the Realization of Potential Impact, Results and Applicable Adjustments
- 5.3 Coaches Client through the Design of a System of Ongoing Communication to Various Stakeholders
- 5.4 Coaches Client through a Cadence of Celebrations Based on Identified "Wins"

ECF Level 6: Cultivating Growth and Adding Value

Essential Actions

- 6.1 Coaches Client through the Integration of New Awareness into Actionable Behaviors
- 6.2 Celebrates Client's Progress and Success

ECF Level 1: Foundational/Relational/Preparation

Essential Actions

1.1: Demonstrates Ethical Practice

Key Concepts

Resources

- [International Coaching Federation \(ICF\) Code of Ethics](#)
- [BCC Code of Ethics](#)

1.2: Cultivates Trust

Key Concepts

- Character
- Integrity; Speaking the Truth
- Intent
- Competence
- Capability
- Results Focused
- Trust Accelerators
 - Integrity Accelerators
 - Congruence
 - Humility
 - Courage
 - Intent Accelerators
 - Motives
 - Capability Accelerators
 - Talents, Attitudes, Skills, Knowledge, Style
 - Results Accelerators
 - Identifying Measures of Success

Resources

- [Franklin Covey- 4 Essential Roles](#)
- [Inspiring Trust](#)
- [Masterfully Building Trust](#)
- [Sample Trust Inventory 1](#)
- [Sample Trust Inventory 2](#)
- [Sample Trust Inventory 3](#)
- [The Trust Outlook](#)
- [Trust and Inspire](#)
- [Stephen M R Covey - Trust and Inspire](#)
- [Six Key Communication Techniques to Build Trust and Inspire Your Team](#)
- [Command and Control Leadership is Dead](#)

1.3: Embodies a Coaching Mindset

Key Concepts

- Client-Centered
- Purpose-Driven
- Servant-Leader
- Flexible
- Curious
- Value of Distributive Leadership

1.4: Leverages the "SCARF" Model to Increase Effectiveness

Key Concepts

- Status
- Certainty
- Autonomy
- Relatedness
- Fairness

Resources

- [SCARF Model](#)

1.5: Leverages the Commitment/Capacity Coaching Quadrant Model

Key Concepts

- Evaluate, Upskill, Act

Resources

- [Commitment/Capacity Coaching Quadrant Model](#)

1.6: Defines the Relationship through a Partnership Agreement

Key Concepts

- Establishment of Partnership and Purpose
- Roles and Responsibilities of Coach and Client(s)

Resources

- [Executive Coaching Partnership Agreement](#)

ECF Level 2: Entering the Conversation

Essential Actions

2.1: Understands Life as a Series of Conversations

Key Concepts

- Making Every Conversation Matter

Resources

- [Atomic Habits: Habits FAQ](#)

2.2: Enters the Conversation with Intentionality and Purpose

Key Concepts

- Helping Others Get Clear about What They Want
- Beginning with the End in Mind
- Leveraging the "Which Means" Strategy
- Leveraging the "Intention, Attention, Action Pyramid"

Resources

- [Executive Coaching Conversation Guide](#)
- [Results Coaching Next Steps: Leading for Growth and Change](#)

ECF Level 3: Leveraging the Art of Coaching

Essential Actions

3.1: Communicates Effectively

Key Concepts

- Committed Listening
- Considers Context
- Paraphrases for Synthesis
- Integrates Aligned Body Language
- Discerns Themes and Patterns

Resources

- [The Art of Listening in Coaching](#)

3.2: Identifies the Type of Coaching

Key Concepts

- Planning-Focused
- Solution-Focused
- Goal-Focused
- Reflection-Focused
- Use of Awareness and Discernment to Adjust from Coaching to Consulting, only when needed, based on Circumstances

3.3: Uses Effective Coaching Language, Tools, and Techniques

Key Concepts

- Considers Client Experience, Context, Situation in Determining Approach
- Presumes Positive Intent
- Maintains Presence
- Demonstrates Authenticity
- Asks Powerful Questions
- Invites the Client to Explore Possibilities
- Asks Reflective Questions
- Challenges the Client as a Way to Evoke Awareness or Insight
- Remains Inspirational
- Uses We/Us rather than I
- Guides the Client to Explore beyond Current Thinking and in Reframing Perspectives
- Maintains Reflection in Order to Identify What is Enhancing Client Progress

Resources

- [Assuming Positive Intent](#)
- [Asking Powerful Questions](#)
- [The Value of Requesting](#)
- *Results Coaching Next Steps: Leading for Growth and Change* by Kathy Kee & Vicky Dearing
- [Atomic Habits: Discussion Questions](#)
- [Emotions - What Do We Do with Them](#)

3.4: Uses the Power of Silence Effectively

Key Concepts

- Models Intentionality
- Provides Space for Silence, Pause, or Reflection

Resources

- [Silent Coaching](#)

3.5: Coaches Client through Systems Level Thinking to Impact Outcomes

Key Concepts

- Understanding the Value of Macro and Micro Decisions
- Systems Development: Developing, Attending To, & Maintaining Systems
- Focus: Where to Spend Disproportionate Energy. Understanding the Key is Not to Prioritize What is on Your Schedule, But to Schedule Your Priorities.

Resources

- [Systems Level Thinking Analogies](#)
- [The 4 Disciplines of Execution](#)
- [The 4DX Method](#)
- [Big Rock Video, Covey](#)
- [Important vs. Urgent Matrix Model Video Resource](#)
- [The Covey Time Management Matrix](#)
- [Impact/Effort Matrix](#)

ECF Level 4: Exiting the Conversation

Essential Actions

4.1: Summarizes the Conversation

Key Concepts

- Paraphrases Key Points of the Conversation

4.2: Articulates Next Steps and Seeks Clarity

Key Concepts

- Determines What Must Be Accomplished
- Provides a Summary, with Next Steps

4.3: Seeks Feedback

Key Concepts

- Seeks Feedback on Effectiveness
 - What worked about this conversation to support your continual growth?
- Seeks Feedback on Adjustments
 - What might I adjust, as a coach, to increase my effectiveness with you and with others?

ECF Level 5: Measuring Outcomes (Performance Management)**Essential Actions****5.1: Coaches Client through Change Leadership****Key Concepts**

- Perseverance
- Key Elements Needed for Successful Change
- First- and Second-Order Change

Resources

- *A Beautiful Constraint* by Adam Morgan and Mark Barden
- *10 Leadership Virtues for Disruptive Times, Coaching your Team through Immense Change and Challenge*, by Tom Ziglar
- [Essential Element Model](#)
- [First- and Second-Order Change](#)
- [5 Critical Steps in the Change Management Process](#)
- [A Speedometer for Change by Admired Leadership](#)
- [Inspiring Quotes](#)
- [5 Cs of Change Management](#)
- [5 Insights for Leading and Managing Change in Your School](#)
- [7 Rs of Change Management](#)

5.2: Coaches Client through the Realization of Potential Impact, Results and Applicable Adjustments**Key Concepts**

- Identification of "Breakthrough Goals and Achievable Results"
- Identification of Leading and Lagging Indicators, including Key Data Points to Increase the Value of Goal Attainment
- Development of Performance Management Plans Designed to Track and Review Progress toward Predefined Goals
- Adjustments to Impact Outcomes based on Key Data Points

Resources

- *The 4 Disciplines of Execution* by Covey

5.3: Coaches Client through the Design of a System of Ongoing Communication to Various Stakeholders**Key Concepts**

- Identification of "Who, How, When"
- Seeking Input and Feedback from Stakeholders
- Use of Feedback to Inform Strategy Development

5.4: Coaches Client through a Cadence of Celebrations based on Identified "Wins"**Key Concepts**

- Identification of Key Milestones
- Identification of Key Players or Groups to be Acknowledged
- Designing a Cadence of Celebrations that Connects Progress to Future Motivation

Resources

- *The Culture Code* by Daniel Coyle
- *Big Potential: How Transforming the Pursuit of Success Raises Our Achievement, Happiness, and Well-Being* by Shawn Achor
- [Navigating Success: A Cadence of Celebrations Questioning Guide](#)
- [Celebrate the Win](#)
- [Acknowledge and Celebrate](#)
- [Celebrating Milestones](#)
- [Celebrate Your Clients' Achievements](#)
- [Building a Winning Culture](#)
- [Celebrate to Amplify](#)
- [The Power of Nearing the Finish Line by Admired Leadership](#)
- [The Decision Tree in Coaching](#)

ECF Level 6: Cultivating Growth and Adding Value**Essential Actions****6.1: Coaches Client through the Integration of New Awareness into Actionable Behaviors****Key Concepts**

- Encouragement of Reflection on New Insights and Practical Implementation
- Transfer of Realizations to Similar Situations
- Analysis of Actions and Behaviors, Aligning with Aspirations
- Metacognitive Discernment of Coaching Opportunities
- Development of Coaching Behaviors for Self Using the Executive Coaching Framework

Resources

- [Atomic Habits: How to Apply These Ideas](#)

6.2: Celebrates Client's Progress and Success**Key Concepts**

- Self-Reflection
- Recognition, Acknowledgment, and Celebrations
- Embedding Coaching Skills when Coaching Other Leaders
- Realization of Value of Executive Coaching for Self and Others
- Skill Development Engagement, Increasing Coaching Capacity

Resources

- [Executive Coaching Tools and Resources](#)

Executive Coaching Framework

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Defining Value

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In Random Breakout Rooms of 4:

- 5 min
- Introduce yourselves. Choose a reporter.
- Discuss: **As a LEADER focused on empowering OTHERS to increase their potential, how might the “Executive Coaching Framework” elevate the impact of my actions?**
- Reporters, be prepared to share in chat or to speak.

Learning Objectives

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DO

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- Servant Leader
- Avid Learner
- High Expectations Standard Bearer
- Connector and Partner

Words from YOU

*Building a strong, **trusting** relationship creates a foundation where clients feel safe, understood, and supported. This **trust** enables more open communication, greater willingness to explore challenging issues, and a stronger commitment to the coaching process. When clients feel genuinely connected to their coach, they are more likely to **engage deeply and make meaningful progress** .*



Think of a LEADER you trust or have trusted.

How would you describe the characteristics of that leader?

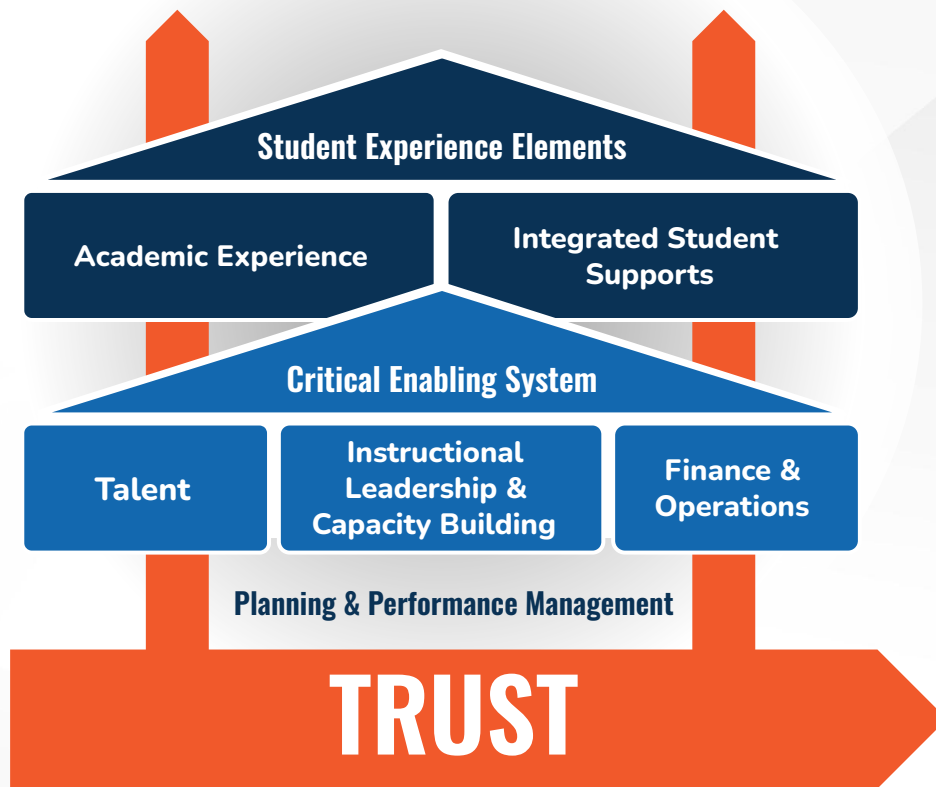
TRUST

The Unseen Essential



TRUST

the unseen foundation
& **GLUE**
in the TSL framework



The Unseen Essential



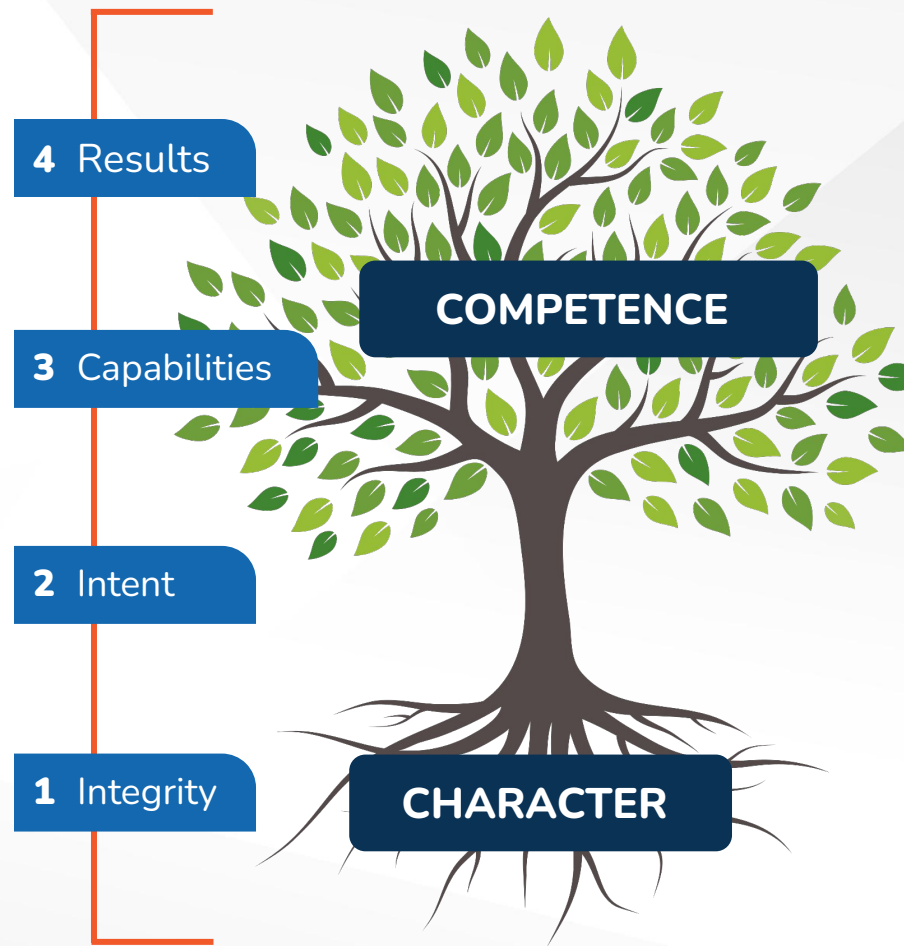
TRUST
is the *confidence*
born of the
character and *competence*
of a person
or an organization.

STEPHEN M. R. COVEY

The Unseen Essential

TRUST
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STEPHEN M. R. COVEY



The Unseen Essential: **TRUST**

Accelerators

Performance Management
Results

Talents, Attitudes, Skills,
Knowledge, Style

Motives

Congruence

Humility

Courage

4 Results

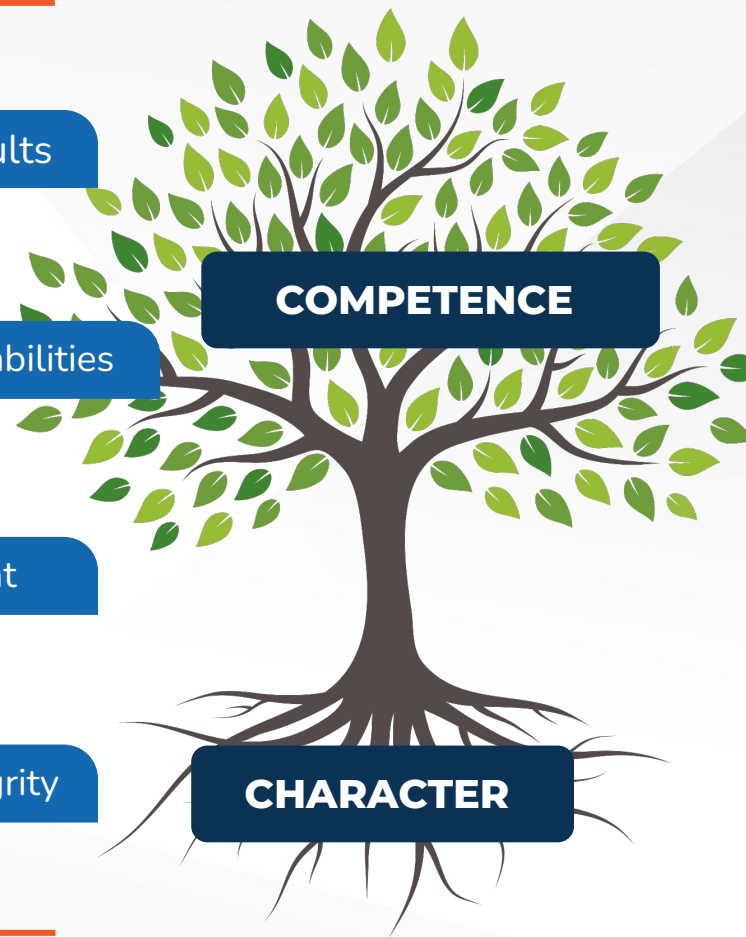
3 Capabilities

2 Intent

1 Integrity

COMPETENCE

CHARACTER



The Unseen Essential: TRUST

Accelerators



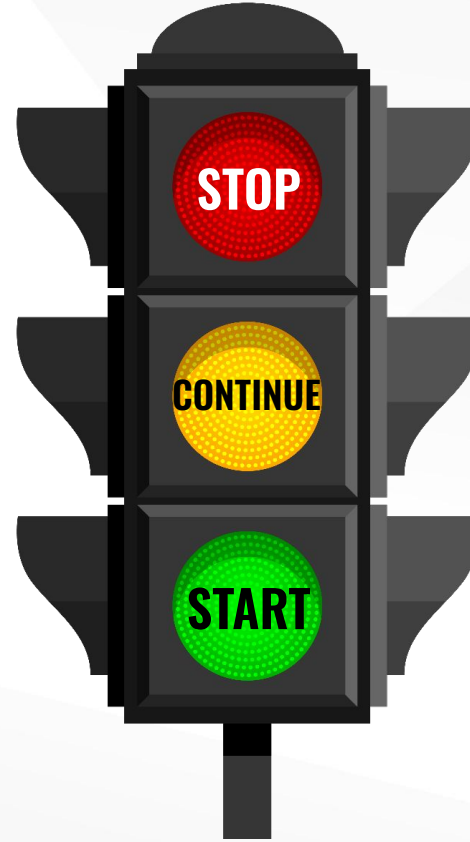
In SIX Random Breakout Rooms:

- 6 min
- Introduce yourselves.
- Choose a reporter.
- Discuss: **What might your assigned accelerator LOOK, SOUND, and FEEL like in TSL work?**
- Reporters, be prepared to share in chat or to speak.

The Unseen Essential – Personal Reflection

High-trust cultures are
designed intentionally –
from the inside out.

STEPHEN M. R. COVEY



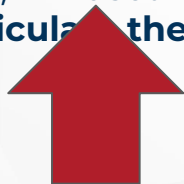
Learning Objectives

Materials Site: r16.us/TSLEC

By the end of this session, I will:

- **Know** WHY there is a focus on Executive Coaching in TSL & WHO we are called to BE as Executive Coaches.
- **Understand** foundational principles of Executive Coaching.
 - ECF, Trust, Mindset
- **Be able to** articulate the essence of my role as an Executive Coach in TSL.

in order to...



KNOW

- The qualities, characteristics, and skillset of effective Executive Coaches

DO

- Executive Coaching at the most effective level possible

BE

- Servant Leader
- Avid Learner
- High Expectations Standard Bearer
- Connector and Partner



Executive Coaching *Mindset*

“Everyone can grow...it’s a learner mindset on both ends.”

“Helping these school leaders to overcome resistance, address obstacles, and manage setbacks will require patience, resilience, and the ability to encourage and motivate them to persist.”

Executive Coaching *Mindset*

Shift From		To
Listening to respond with one's own point of view		
Shift from Using Language		To Using Language
Not to correct	but to	
Not to confront	but to	
Not to tell	but to	
Not to provide constructive advice	but to	
Not to ask questions relying on familiar habits	but to	

In Random Breakout Rooms of 4:

- 5 min
- Introduce yourselves. Choose a reporter.
- **Reading the left side of the chart, verbally complete the right side of the chart.**
- Reporters, be prepared to share in chat or to speak.



Know Your Position AND THEIR POSITION

Defining the Relationship

Creation of a Partnership Agreement

- Establishment of **Partnership** and **Purpose**
- **Roles** and **Responsibilities** of Coach and Client(s)



Executive Coaching Partnership Agreement

“You can have **everything** in life you want, *if* you will just **help enough other people get what they want.”**

-Zig Ziglar

Executive Coaching Partnership Agreement



Coach's Responsibilities

Establishing a Coaching Relationship: The coach will create a safe, confidential, and non-judgmental coaching environment, where the coachee feels supported, respected and empowered.

In practice, this looks, feels, and sounds like:

COACH

COACHEE

Demonstrating Professionalism: The coach will adhere to the highest ethical standards, including confidentiality, integrity, and professionalism throughout the coaching relationship.

In practice, this looks, feels, and sounds like:

COACH

COACHEE

Coachee's Responsibilities

Active Participation: The coachee will actively engage in the coaching process, willingly exploring new ideas, perspectives, and possibilities, and taking ownership of their own growth and development.

In practice, this looks, feels, and sounds like:

COACH

COACHEE

Openness and Honesty: The coachee will be open and honest in their communication with the coach, sharing their thoughts, feelings, and concerns, and providing accurate and relevant information to facilitate effective coaching sessions.

In practice, this looks, feels, and sounds like:

COACH

COACHEE

Executive Coaching Partnership Agreement



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COACHEE

Breakout Rooms by ESC:

- 4 min
- Choose a reporter.
- Consider: Who are the players in the game and what position are they playing?
- How might you leverage the Partnership Agreement to support your game plan?
- How might you set up the ideal time to discuss the Partnership Agreement?
- Reporter, be ready to share in chat or umic.

The Unseen Essential: **TRUST**

Accelerators

Performance Management
Results

Talents, Attitudes, Skills,
Knowledge, Style

Motives

Congruence

Humility

Courage

4 Results

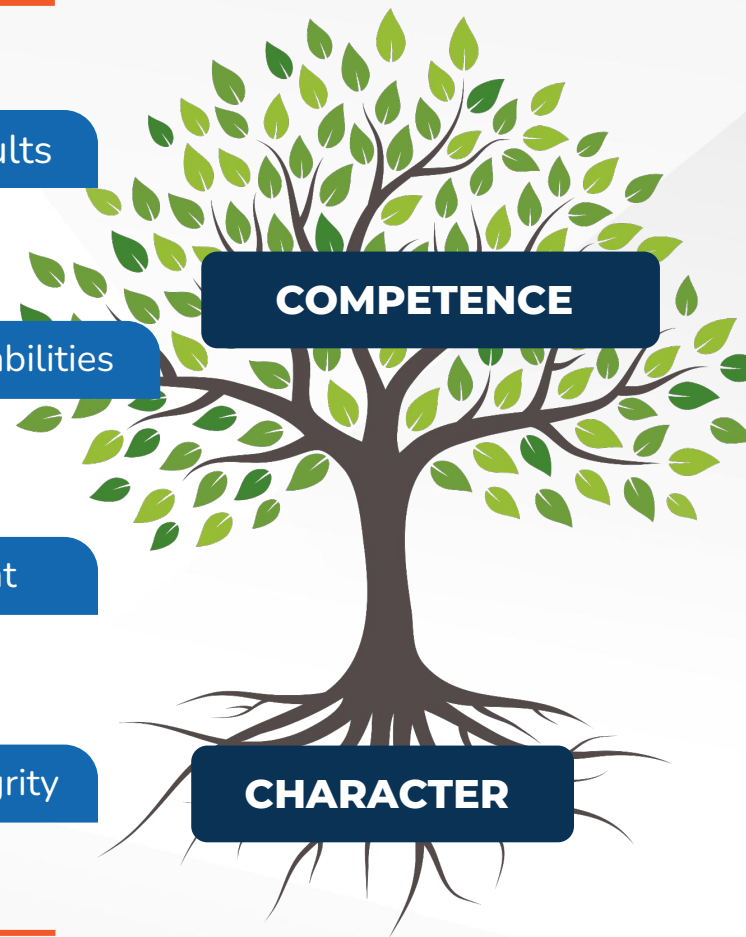
3 Capabilities

2 Intent

1 Integrity

COMPETENCE

CHARACTER



Inspiring Transformative Action

In football, as in life, promises uttered on the field, discussed in the locker room, shared amongst teammates, and written in the playbook are not mere pledges; they are the ***playbook for victory***, the gridiron's ***textbook of commitment***, and the ***roadmap to triumph***.

Executive Coaching *Mindset*

**“I am excited to be a thought partner,
to serve, and to motivate.”**

**“Coaching includes facilitating a
process to allow the person being
coached to discover from within how
to best lead.”**

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Portrait OF AN Executive Coach



Beliefs about Executive Coaching

*Every leader
deserves to have
a coach!*



ESC TSL Teams will receive coaching and supports

Supports

ESC-16 Executive Coaching

Primary: Lead
Coach

Secondary: PMDS

Provide job-embedded coaching and mentorship for TSL team:

- Planning, facilitating, and debriefing key milestones for each LEA including LEA-specific strategy and customization
- Balancing consulting towards outputs and outcomes with coaching for building leadership and supporting change management

MAYA Data + Deliverables Coaching

Primary: PMDS

Secondary: Lead
Coach

Provide job-embedded coaching and mentorship for TSL team:

- Data collection, analysis, visualization, storytelling, and dashboard development (e.g., coaching and support on data visuals)
- Planning effective step backs and progress monitoring meetings

Gridiron ESC Team Names

Be Prepared!



Questions You Have

- What coaching model are we using?
- What approach are we using - coaching, consulting, or mentoring?
- How is executive coaching different than other coaching?
- What are the roles and responsibilities of each TSL ESC team member?
- What are the coaching best practices we will focus on?
- How are we incorporating “change leadership” into the coaching?
- **Will we receive a pool of reflective questions to use as an executive coach?**
- **Will I receive ongoing training to serve as an Executive Coach?**
- Will we have an assigned coach with structured check-ins?

Kurt Warner



Executive Coaching

*A **good** coach can change a moment.
A **great** coach can change a life.*





Thank you!

Christine.Scroggs@esc16.net

In Your Stadium and On Your Field



Tanya Larkin, Ed.D.
Executive Director



Nathan Maxwell, Ed.D.
Associate Executive Director



Syd Sexton
Executive Coach
and TSL Lead



Lawana Pulliam
Executive Coach
and TSL Lead

In Partnership With
Pathfinder Leadership Coaching



Rene Cano
Executive Coach
and TIL Lead



Cassie Swan
Performance Management
& Data Analyst



Christine Scroggs
Assistant Director
of Executive Coaching



Stephanie Phillips, Ed.D.
Executive Coach