

Executive Coaching Professional Learning

Texas Strategic Leadership

June 17, 2024

Statewide Kickoff



Materials Site: r16.us/TSLEC
Dropdown: June 17, 2024 - Statewide Kickoff - Executive Coaching

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

Place the Ball!



Gridiron Gameplan



Clip
HD



“ I am so grateful for my TSL
ESC **team** and the TSL
statewide **team**.

I can bounce ideas off others,
learn from others, gain ideas,
and share ideas. ”

Gridiron Team Names

Region 10 ESC

Empathy Empire

Performance Management Magnets

Mighty Metro Managers

PM Mavericks

Region 10 Renegades

Dallas Data Dominators

Region 12 ESC

Waco Wonders

*"We are going to make your WONDER
why you haven't done this work
sooner!"*

Region 15 ESC

Madagascar Penguins

*"Grit, spit, and a whole lotta duct-tape!
Don't mess with the penguins! Just
smile, wave, boys, smile and wave!"*

Region 20 ESC

Tactical Titans

Region 16 ESC

Region 16 Wranglers

"Harnessing Victory on the Field"

Region 6 ESC

Outlaws

"We Go Rogue"

Region 4 ESC

**District Advancement
Champions**

*"Leading the Charge in Region 4!
We Dominate!"*

Region 11 ESC

Panther City Pride

Region 19 ESC

Mountain Lions

"Define the Impossible!"

Region 3 ESC

Goal Diggers

"Digging Deep Achievable Goals"

Gridiron Team Names

By ESC:

- 7 min
- Create, Refine, or Affirm your **Gridiron TEAM NAME & TEAM TAGLINE.**
- Create a poster of your **name and tagline.**
- Take a **TEAM SELFIE** with your poster. **Email it** to Christine.Scroggs@esc16.net
- Create a **TEAM CHEER,**
(If time allows, for Bonus Points!)

Before you begin...



Our Very Own Selfie Coach Ms. Zariyah Garland

“We don’t stop playing
because we grow old;
we **grow old because**
we stop playing.”

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Photos will be saved for future use!



We received a
selfie we needed
to share!



Learning Objectives

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By the end of this session, I will:

- **Know** the value of our incredible colleagues on the field with us.
- **Understand** critical moves for *Coaching through the Onset of Strategic Planning*.
 - Communicating the Purpose
 - Steering Committee Design
 - Preparing for the Landscape Analysis
- **Be able to** walk away prepared to guide those we serve in this work.

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 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.



Welcome to a Room of WINNERS!

Our Game



**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

Seasoned Players



Walk-On...

Learning from
the GREATNESS
of our
WINNING
TEAMMATES



GROUPS OF 4:
2 seasoned, 2 new



Seasoned TSL Executive Coaches – both Leads and PMDS

Share:

- Your greatest insight in serving as a TSL Executive Coach
- Your most impactful “move” last year
- One thing you wished you would have done, or done more effectively

New TSL Executive Coaches – both Leads and PMDS

Respond with:

- One insight that inspired you
- A question that has emerged
- One action you plan to take based on what you learned from your teammates

Be prepared to share out whole group!



As you review the **Portrait of an Executive Coach** with your table team, connect one or more characteristic(s) to what you learned in the *Walk-On Conversation*.

Be ready to share whole group.

Who We are to BE


“Stealth coaching doesn’t work.

For high impact coaching to work, there needs to be **clear coaching goals** and both coach and client need to be **fully committed** to making it work.

That doesn’t happen by ‘stealth’ coaching.”¹

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Coaching through the Onset of a Strategic Planning Process

A Guide for Executive Coaches

Coaching through the Onset of a Strategic Planning Process



The art of guiding executives through leading a strategic planning process positions leaders for longstanding success. This tool serves as a resource for executive coaches guiding clients through the onset of a strategic planning process. Using the sample reflective questions, a coach may guide clients to realize the importance of clearly communicating the purpose of the process to all stakeholders, wisely selecting steering committee members, and effectively navigating the initial challenges of capturing the current state of the organization.

Articulating and Communicating the Purpose of the Process

Key Points:

- Clearly defining the purpose of the strategic planning process
- Building a cadence of communication to all stakeholders
- Ensuring the purpose aligns with the organization's mission and vision

Possible Coaching Questions:

- Why did you choose to engage in the strategic planning process?
- When you and your team "get this right," what is the result?
- What is the core purpose of your strategic planning initiative?
- Who are the key stakeholders that need to understand the purpose of the process?
- How might you effectively communicate this purpose to your team and stakeholders?
- How does this purpose align with your organization's mission and vision?

Selection of Steering Committee Members

Key Points:

- Identifying the purpose of the steering committee
- Identifying key leaders able to make critical decisions and support leading the process
- Creating clarity around roles and responsibilities
- Ensuring diversity in perspectives, skills, and experiences
- Including various representation for comprehensive input

Possible Coaching Questions:

- Knowing the steering committee will be making key decisions related to the strategic planning process, what experiences do you want to ensure you have represented on the committee?
- How might you ensure your steering committee represents a diverse range of perspectives?
- How might you ensure that selected members represent a "positive voice" across the organization for this process?
- What criteria will you use to select members who can contribute to the strategic planning process effectively?
- Who in your organization consistently brings positive energy and valuable insights?
- How might you've effectively communicate to the steering committee members their roles and responsibilities?

Capturing the Current State of the Organization

Key Points:

- Creating understanding of the purpose of this phase of the process
- Creating clarity around the technical aspects of this phase of the process
- Identifying key players in this phase

Possible Coaching Questions:

- Understanding that capturing the "current state of your organization" provides "the current location" in any navigation system, how might you communicate the purpose of this phase to key stakeholders?
- Recognizing that this phase involves collecting and identifying various sources of baseline information, such as _____, which organizational roles are essential to seek support from?
- How do you envision this analysis informing your strategic priorities moving forward?

Coaching through the Onset of a Strategic Planning Process

New Teams of 4 (2 seasoned, 2 walk-ons)

- Review the “Coaching Onset” Guide.
- Create a poster of additional coaching questions for each of the 3 sections.
- Be prepared to share and to learn from others!



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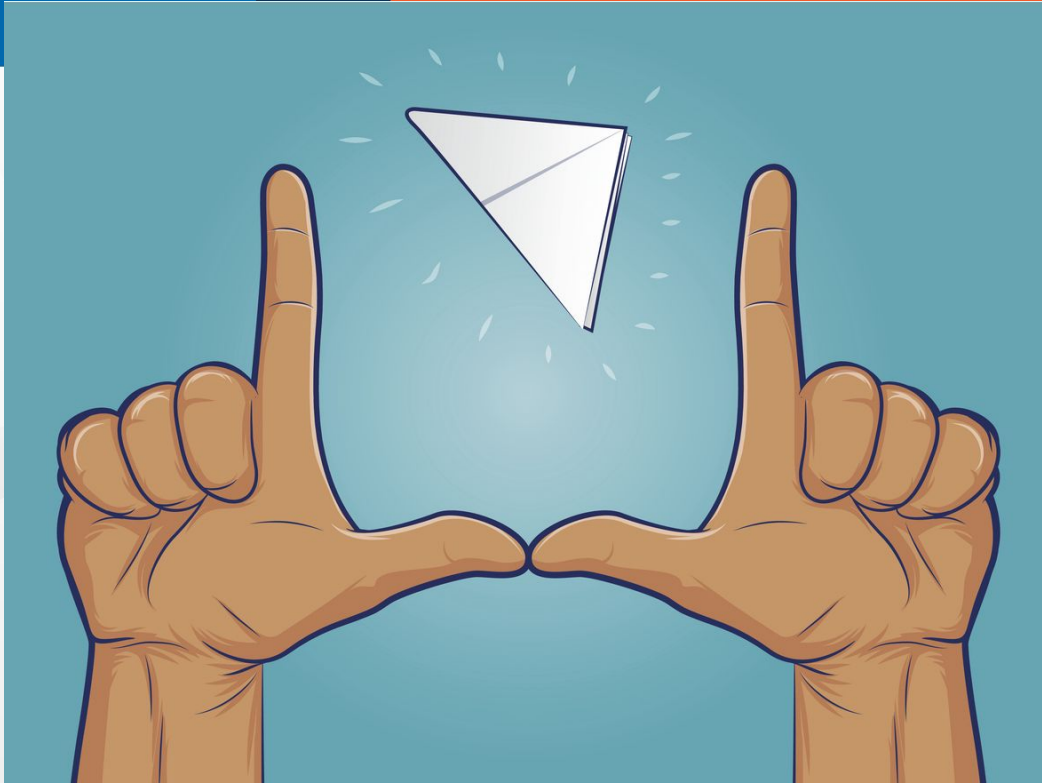
DO

- Executive Coaching at the most effective level possible

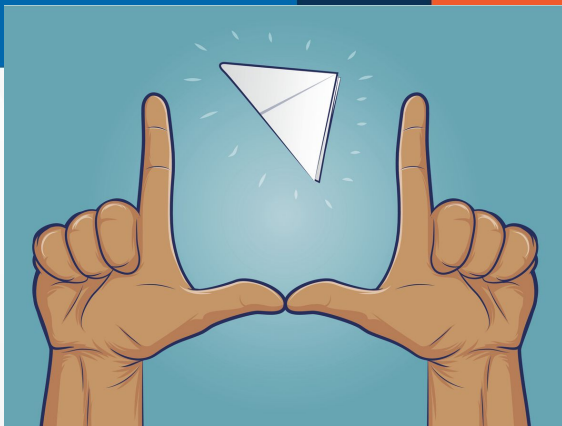
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Game Time



Connections



How does “the game” connect to coaching leaders through strategic planning?

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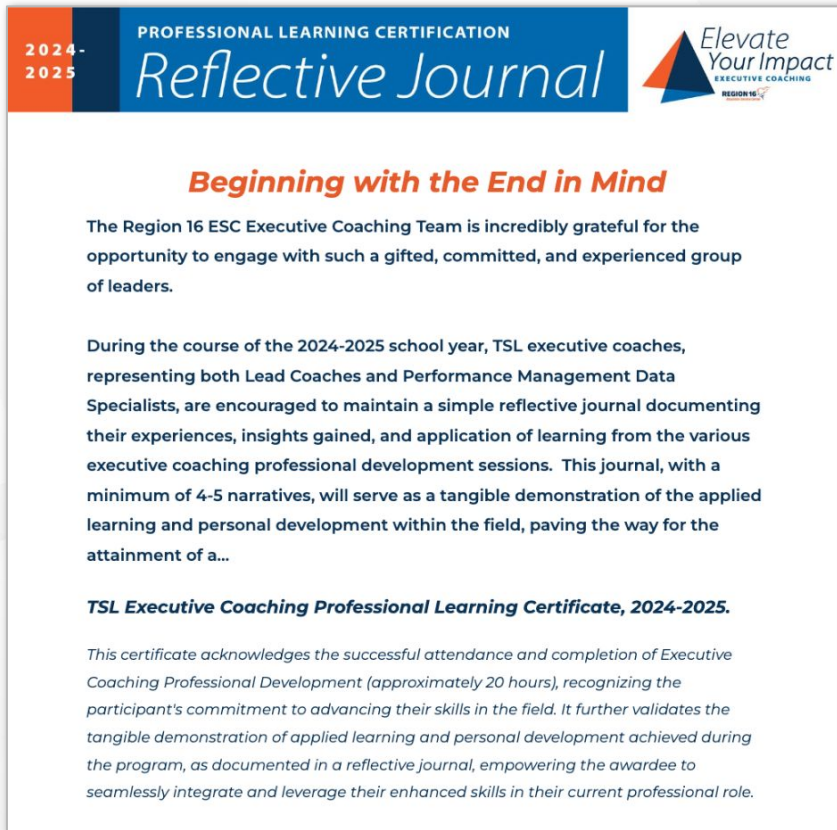
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Beginning with the End in Mind



2024-2025 PROFESSIONAL LEARNING CERTIFICATION
Reflective Journal

Elevate Your Impact
EXECUTIVE COACHING
REGION 16

Beginning with the End in Mind

The Region 16 ESC Executive Coaching Team is incredibly grateful for the opportunity to engage with such a gifted, committed, and experienced group of leaders.

During the course of the 2024-2025 school year, TSL executive coaches, representing both Lead Coaches and Performance Management Data Specialists, are encouraged to maintain a simple reflective journal documenting their experiences, insights gained, and application of learning from the various executive coaching professional development sessions. This journal, with a minimum of 4-5 narratives, will serve as a tangible demonstration of the applied learning and personal development within the field, paving the way for the attainment of a...

TSL Executive Coaching Professional Learning Certificate, 2024-2025.

This certificate acknowledges the successful attendance and completion of Executive Coaching Professional Development (approximately 20 hours), recognizing the participant's commitment to advancing their skills in the field. It further validates the tangible demonstration of applied learning and personal development achieved during the program, as documented in a reflective journal, empowering the awardee to seamlessly integrate and leverage their enhanced skills in their current professional role.

Executive Coaching

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



Who seeks out a coach?

Who seeks out a coach?

WINNERS DO!



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

And the
WINNING TEAM
is...



Kickoff!





Go Team!



TEXAS
STRATEGIC
LEADERSHIP



*Elevate
Your Impact*
EXECUTIVE COACHING

REGION 16
Education Service Center

Thank you!

In **Your** Stadium and On **Your** Field



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 - https://www.espn.com/nfl/story/_/id/24129917/nfl-kickoff-keep-evolving-here-one-wild-alternative
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 - <https://www.amazon.com/Football-Astro-Trophy-Engraved-Request/>
- 1. <https://www.planetk2.com/blog/performance-coaching-coaching-and-mentoring/>