

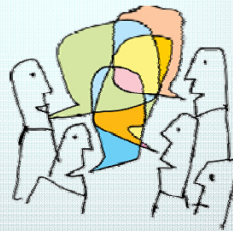
**Better Coaching  
for Better Results**

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**Our Premise**

*Conversations  
Matter*



“It takes courage to start a conversation. But if we don’t start talking to each other, nothing will change. Conversation is the way we discover how to transform our world, together.”

*~ Meg Wheatley*

**Two Conversations**

**Evaluation**  
Measuring Value  
Summative

**Development**  
Appreciating Value  
Formative

**Core Elements**

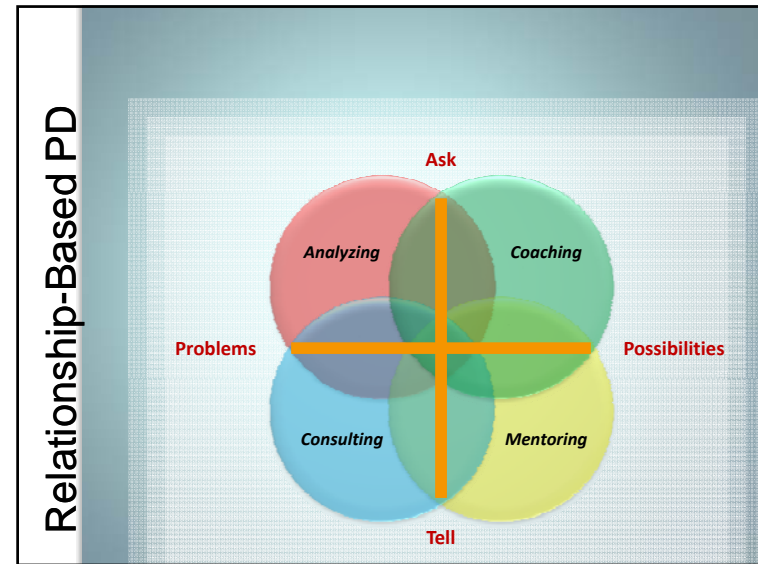
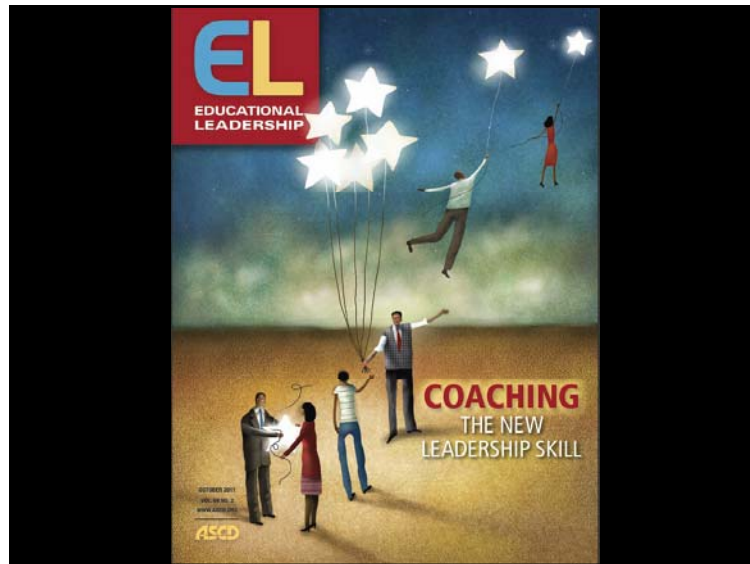
Evaluation	Development
<input type="checkbox"/> Mandated	<input type="checkbox"/> Fixative
<input type="checkbox"/> Expect Based	<input type="checkbox"/> Inquiry Based
<input type="checkbox"/> Documenting Competencies	<input type="checkbox"/> Growing Capacities
<input type="checkbox"/> Certifying Minimums	<input type="checkbox"/> Evoking Maximums
<input type="checkbox"/> Verifying Ethics	<input type="checkbox"/> Encouraging Professionalism
<input type="checkbox"/> Standardized	<input type="checkbox"/> Individualized
<input type="checkbox"/> Comprehensive View	<input type="checkbox"/> Targeted Focus
<input type="checkbox"/> Hierarchical	<input type="checkbox"/> Collegial

**An Age-Old Tension**

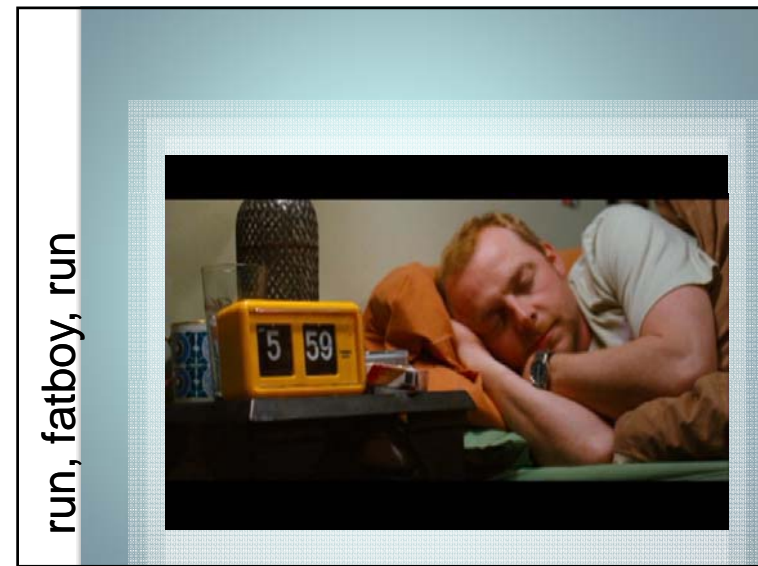
**Contemporary Impasse**

**Functional Clarity**

- Both are Important and Necessary
- Common Ground: Student Learning & Success
- Evaluation establishes the Baseline
- Development raises the Bar when it Values:
  - Consciousness
  - Connection
  - Competence
  - Contribution
  - Creativity



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

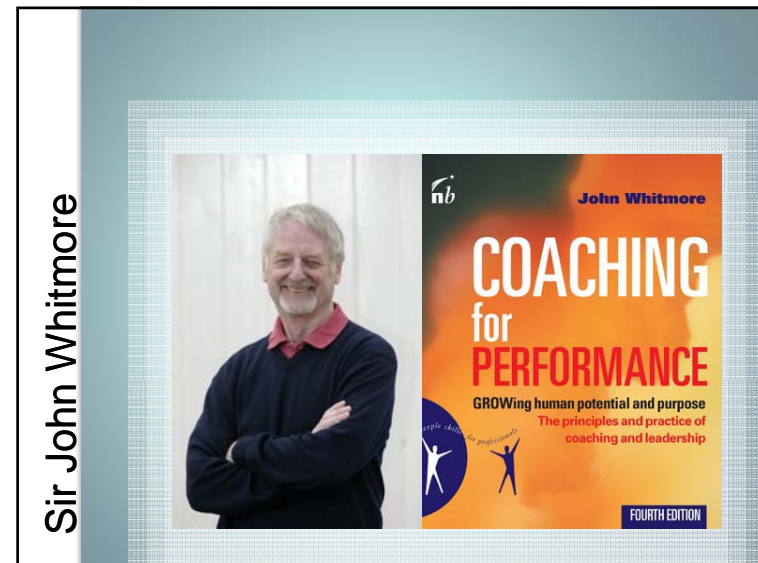


“People don’t resist change.  
They resist being changed.”

~ Irving Borwick

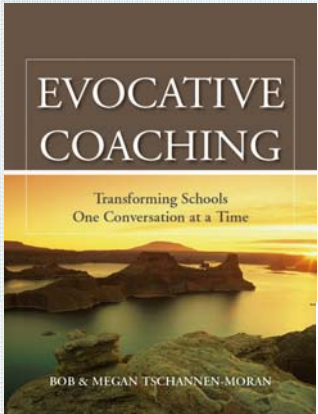


- Evocative Coaching
- Listen & Learn
  - Value & Evoke
  - Empathize & Understand
  - Inquire & Explore
  - Observe & Discover
  - Brainstorm & Choose
  - Experiment & Execute



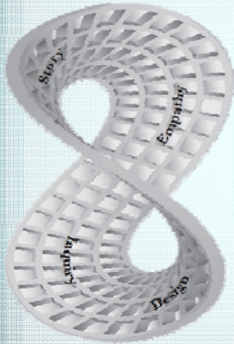
**Calling Forth Value**

- **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).



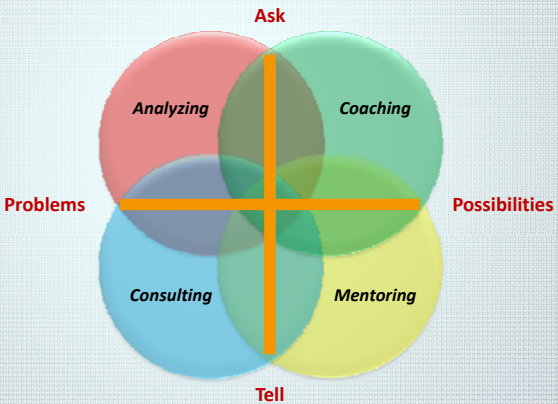
“Calling forth motivation and movement in people, through conversation and a way of being, so they achieve desired outcomes and enhance their quality of life.”

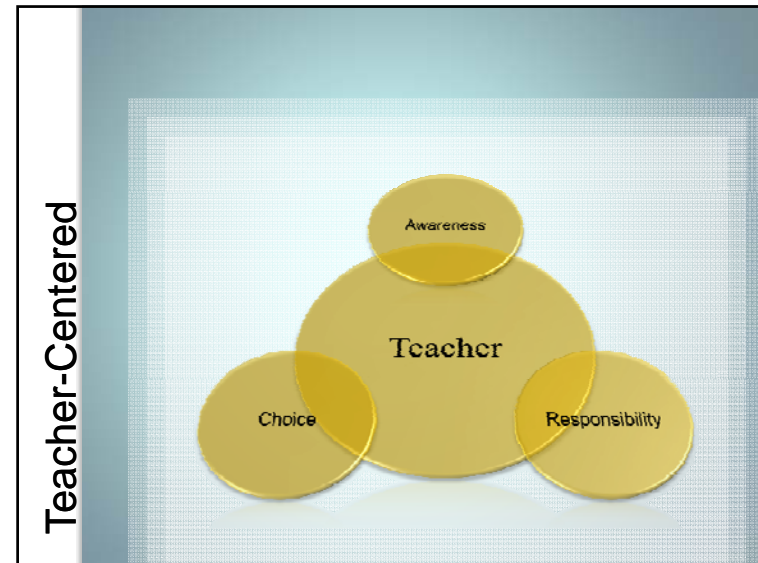
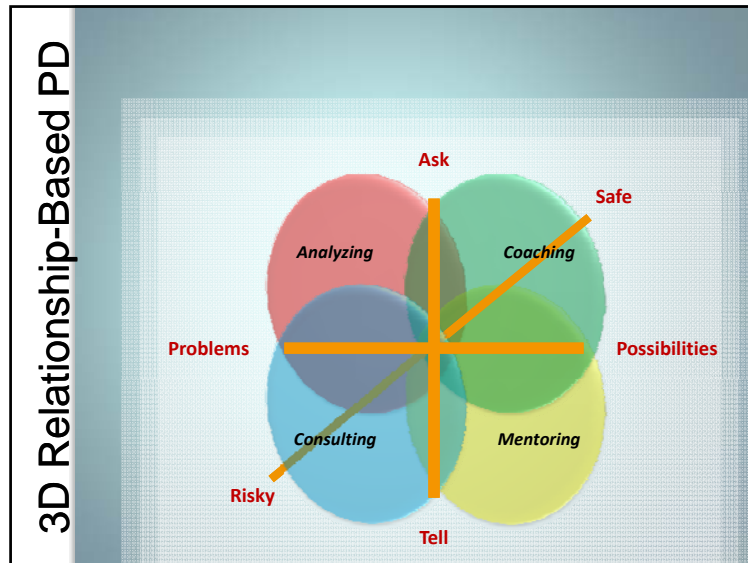
**Core Concepts**



- **Teacher-Centered**
- **No-Fault**
- **Strengths-Based**

**3D Relationship-Based PD**





“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.”

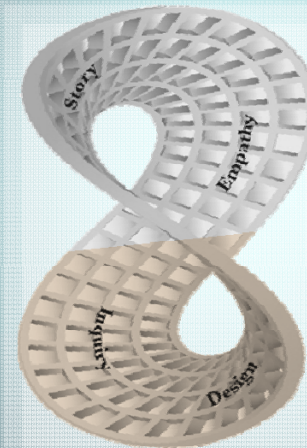
~ Carl Rogers



“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

Demonstrable Gains

A strengths-based focus on development has been shown to increase:

- Employee Engagement
- School Achievement
- Attendance
- Productivity
- Hope



Möbius-Strip Model

