



The Leadership Edge Mission

We firmly believe that coaching is a deeply empowering pedagogy which can benefit school leaders, staff and students alike. A significant shift away from long-outdated top down, command and control direction as the best way to run a school and to teach students is well overdue.

We are determined to challenge the many factors that work to prevent such a shift – attitudes, policy, budgets, time, training and more. We aim to help schools to build a coaching culture where not only is it ‘the way we do things around here’ but ‘that’s the way we are, we don’t even need to think about it’.

The major accrediting coaching associations are unable to tailor their business models to accommodate the needs of schools. While their definitions of coaching and competence are useful, they do not take into account the particular challenges facing school leaders and teachers in applying coaching in this setting. These associations also operate on a pyramid model, where individual courses are expensive and time consuming, and it takes more of these resources to maintain membership and to upgrade to higher levels.

Leadership Edge aims instead to cascade coaching throughout schools in a collaborative, organic way at affordable costs so that momentum can build quickly and effectively.

We have created and tested a set of individual competences at three levels: Master Coach, Practitioner Coach and Foundation level coach. We are also developing methods of accrediting whole schools and academies for the successful development of a coaching culture.

Definitions and Meanings:

“Coaching” aims to empower another person to make their own choices with the skill and confidence to execute those choices. It does not involve direction or instruction, and avoids creating any kind of dependency on the coach who might at times be perceived as a more knowledgeable ‘expert’. Coaching is focused on the future, on finding ways forward rather than focusing on what may have happened in the past. The relationship should be a partnership based on mutual respect, with each person bringing unique insights to the situation. Coaching may benefit a team as well as an individual.

A school with a “Coaching Culture” will be able to demonstrate the following characteristics:

- It is a community**, where every member is consistently helped and encouraged by everyone else to find ways to stretch, grow and flourish both personally and professionally.
- It provides an environment** where people are equally and highly valued, where diverse views, ideas and cultures are seen as vital while members work towards shared goals.
- It is building a world class team** that strives constantly for excellent results, deals with problems and pressure positively, and always succeeds in finding ways forward.