

Balanced Leadership®

Leadership development proven to make a difference



McREL's Balanced Leadership program has helped more than 18,000 school leaders nationwide translate research into results.

Solutions that meet *your* needs

Because every school and every school leader has different needs and demands, McREL offers a range of professional development opportunities that improve the aspects of leadership that matter most to your students' achievement. We'll help you pinpoint exactly what you need—whether it's a two-day training focused on one specific aspect or more comprehensive, ongoing training. No matter how little or how much you need, you can be assured that all of our professional development is based on leader responsibilities proven to positively impact student achievement.

Contact us today to learn how we can

- Customize a solution to meet your needs and budget
- Deliver Balanced Leadership to your school or district
- Train your district or agency staff to deliver Balanced Leadership

Contact Greg Cameron
303.632.5522 or
gcameron@mcrel.org

www.mcrel.org/balanced-leadership

Real changes in practices, real results for students

Balanced Leadership goes beyond simply explaining what to do and how to do it—it also helps participants understand *why* particular leadership responsibilities are essential and *when* to fulfill them. Based on our research, McREL identified what matters most—those influences and approaches that stand clearly above the rest.

Focusing on what matters most

Every leader is faced with the challenge of managing an overflowing inventory of school improvement initiatives. Even strong leaders sometimes focus on the wrong things. We help leaders focus their efforts on initiatives that are most likely to result in better student learning and overall school performance.

McREL helps leaders learn how to get everyone on the same page and access hidden or neglected intangible assets.

Establishing a culture that fuels success

Research shows that a strong school culture—one that reflects a clear vision for success, expectations for behavior and learning, and a shared belief among teachers that together they can make a difference for students—is an even more powerful predictor of student success than socioeconomic status. McREL helps leaders create a “purposeful community” that promotes a “can-do” attitude among staff.

Managing the effects of change

Some people are receptive to change while others are resistant. School leaders must understand why staff members view change efforts differently and what they can do to make it positive for everyone.

Ensuring smooth implementation

For any improvement effort to succeed, leaders must ensure that professional development efforts are implemented consistently school-wide. Balanced Leadership shows how to effectively monitor and manage implementation of even the largest efforts, such as the transition to the Common Core State Standards.

"McREL has provided a framework for our leadership team to implement initiatives designed to address the challenges of 21st century schools. More than 120 school-based principals and administrators have participated in numerous, productive sessions and have found the training to be extremely beneficial."

— Pamela E. Smith, Chief of Staff,
Cleveland Metropolitan School District



Proven, research-based professional development

Practical guidance from rigorous research

McREL's Balanced Leadership is based on the largest-ever analysis of research on effective school leaders, as reported in *School Leadership That Works: From Research to Results*.

Professional development proven to work

Balanced Leadership is one of the only leadership development programs that has a solid research base *and* demonstrated effects on leaders. Recent findings from a federally funded, scientific study found that Balanced Leadership has a causal effect on principals' job performance, school climate, teacher practice, and student learning.

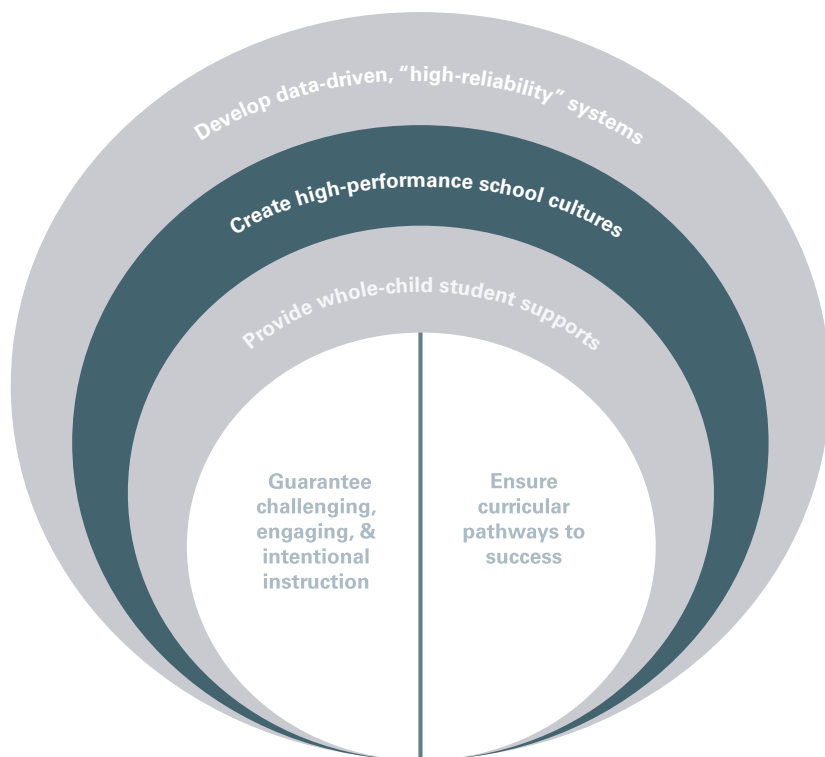


4601 DTC Blvd., Ste. 500, Denver, CO 80237
303.337.0990 • 800.781.0156
info@mcrel.org • www.mcrel.org

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The What Matters Most™ framework

Balanced Leadership helps school leaders create high-performance school cultures—one of the five key areas that matter most for student success.



To learn more, visit us at

www.mcrel.org/balanced-leadership