



## “Transforming Conversations • Evoking Change”

**MassAEYC, in partnership with the Center for School Transformation, offers an Exclusive Opportunity to 2012 Conference Participants!**

**March 16, 2012 Westford, Mass**

**Evocative Coaching** is a new resource, coaching model, and training program for educators in all arenas. In this workshop, concepts have been tailored to specifically meet the needs of individuals involved in the coaching and mentoring of early education and care professionals. Presented by the authors, Bob Tschannen-Moran MCC, CEO & Co-Founder of the [Center for School Transformation](#) and Immediate Past President of the [International Association of Coaching](#) (IAC) and Megan Tschannen-Moran Ph.D., [Professor of Educational Leadership](#) at the College of William and Mary in Williamsburg, VA, along with Susan MacDonald, M.ED, Professionally Certified Coach and Faculty for the [Evocative Coaching Training Program](#). To learn more, go to [www.schooltransformation.com](http://www.schooltransformation.com).

**This Leadership course is designed to support the Professional Development of School Leaders, Administrators, Coaches, Mentors, Home Visitors, and Directors of Early Childhood and Out-of-School Time Programs**

### Connections to QRIS and Workforce Development

- **QRIS:** This session and /or course will fulfill Mass QRIS requirement 3.A.2.5 *Program administrator has received professional development in supervision of adults and strategies for working with adults.*
- **EEC Director I or II:** Completing the twenty hour course will earn you 3.0 CEUs (pending from MassAEYC) in the administration/leadership category. This will fulfill the educational requirement to help you move from Lead Teacher to Director I or to move directly from Director I to Director II. (see CMR 7.09 (18)(c)(5))

### *Does Evocative Coaching Training make a difference?*

Here is what one trainee, a staff development coordinator in a city school system, had to say about the experience:

“Even though I have been coaching teachers for 20 years, I have learned so much from the *Evocative Coaching Training Program*. The depth of this practice really resonates with me. I have found the Evocative Coaching model to be a fusion of so many aspects of good practice and human relations. I am convinced that this could positively transform schools, changing what we have come to believe about education.”

## Two Registration Options

### *At the conference – a 5-hour workshop....*

In this workshop, participants will be introduced to the evocative coaching process for professional development and school transformation. Based upon the book *Evocative Coaching: Transforming Schools One Conversation at a Time*, this 5-hour (.5 CEU) workshop will give participants an overview of the entire method as well as an in-depth look at Coaching Presence and Story Listening, two of the key frameworks and practices that make for inspired educators and school transformation. Participants will develop their skills through interactive, small-group exercises designed to give people practical tools for use back home in their respective settings.

### *Evocative Coaching....continuing the learning*

For those who would like to **extend the learning experience** with *Evocative Coaching*, becoming eligible for up to a 60-hour Certificate of Completion (20 hours class time + 40 hours homework time) as well as coach certification through the Center for School Transformation (as either a “Teacher Development Coach” or as a “School Leader Coach”), 10 additional classes will be offered in a live, virtual classroom using advanced telephone conference technologies. See more information below....

The 10 virtual classes will commence one week after the live training event. They will take place from 9:30 – 11:00 AM, starting on Friday, March 23, 2011. Anyone with a telephone can participate from anywhere and it is even possible to call into the class using Skype. This makes the program convenient, affordable, and effective. The regular cost of the program, \$895 per person, is reduced by \$200 if you attend the 5-hour training workshop. That makes the total cost of the program less than \$40 per training hour!

Here are the scheduled dates of the 10 virtual classes :

- Fridays, March 23 & 30 (9:30-11:00 AM)
- Fridays, April 20 & 27 (9:30-11:00 AM)
- Fridays, May 4, 11, 18, & 25 (9:30-11:00 AM)
- Fridays, June 1 & 8 (9:30-11:00 AM)

Both the 5-hour, March 16 workshop and the subsequent virtual classes require participants to purchase the following text: *Evocative Coaching: Transforming Schools One Conversation at a Time* by Bob and Megan Tschannen-Moran (2010). Prior to the March 16 workshop, participants should read chapters 1-3 in the book. For direct purchase links to all major online retailers visit: <http://www.schooltransformation.com/but.htm#ec>.

### **To Register:**

**Questions – call Marcia Farris 978-654-6053**

- To register only for the 5-hour workshop, register online for the conference by going to [www.massaeyc.com](http://www.massaeyc.com). Credit cards are accepted.
- To register for both the 5-hour workshop and the follow-up training course,
  - Register and pay first for the 5-hour workshop online. That cost will depend on your membership status.
  - Complete the attached application and mail a check or credit card information to the address above. The payment should be \$695.
- If you decide, after attending the 5-hour workshop, that you want to register for the follow-up training course, there will be an opportunity to do so at the conclusion of the 5-hour workshop (and for a short time thereafter) at a cost of \$745 (\$50 more than the advance-payment price).

# Center for School Transformation

## Evocative Coaching Training Program — Registration Form

Bringing together the best research and wisdom in educational leadership and professional coaching, Evocative Coaching represents a simple yet profound way of facilitating new conversations in schools through Story Listening, Expressing Empathy, Appreciative Inquiry, and Design Thinking. It's a process that can get us beyond old ways of thinking, doing, and being. It's a process that can transform schools, one conversation at a time.

Based upon Bob & Megan Tschannen-Moran's book, *Evocative Coaching: Transforming Schools One Conversation at a Time* (Jossey-Bass, 2010), the Evocative Coaching Training Program takes place in a virtual classroom utilizing advanced yet convenient telephone conference technologies. Anyone with a phone can easily participate from anywhere. Register today for this person-centered, no-fault, strengths-based approach to performance improvement and school transformation.

Name: \_\_\_\_\_

Title or Position: \_\_\_\_\_

School or Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Day Phone: Evening Phone: \_\_\_\_\_

Country: Time Zone: \_\_\_\_\_

Tell Us About Your Interest In Evocative Coaching:

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*Return Completed Form To:*

MassAEYC, 126 Phoenix Ave. Lowell, MA 01852 [massaeyc@yahoo.com](mailto:massaeyc@yahoo.com) 978-654-6053

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Credit card information: \_\_\_ Visa \_\_\_ Master Card      Card # \_\_\_\_\_

Expiration date: \_\_\_ / \_\_\_ Security code: \_\_\_\_\_ Name on card: \_\_\_\_\_