



Highlights of the VASS Executive Coaching Service

The Virginia Association of School Superintendents offers the service of an experienced Executive Coach to both experienced and newly appointed superintendents. The following are some of the highlights:

- ✓ The service is no cost to newly appointed superintendents and \$1,500/yr. for superintendents who have served for more than one year
- ✓ The service formalizes a supportive relationship between a newly appointed superintendent and a superintendent who is experienced in Virginia
- ✓ Executive Coaches are formally trained using a corporate executive model that has been successful in other organizations and corporations
- ✓ Executive Coaches do not tell clients how to do their jobs; they help superintendents to explore new possibilities in their jobs
- ✓ Executive Coaches provide answers to direct issues related to law, ethics and regulations

The Coaching Program is based on establishing five basic steps:

- Establish a focus
- Discover Possibilities
- Plan the Action
- Remove Barriers
- Recap the Conversations

As Executive Coaches and their clients progress through these steps together, they create powerful professional development experiences resulting in lasting improvements in the leadership behaviors of the newly appointed superintendents. Personal and professional profiles are used by an Executive Coaching Coordinator to make successful matches between coaches and clients. The Coordinator also uses a sophisticated evaluation process to monitor the progress of Executive Coaches and their clients during their contacts and communications. Each client receives a minimum of seven contacts with his or her Executive Coach, four of which are in personal meetings.

Coaching skills utilized by trained Executive Coaches include:

- Contextual Listening
- Discovery Questioning
- Messaging
- Acknowledging

To find out more about the VASS Executive Coaching Service contact [Andy Stamp](#), VASS Associate Executive Director.