

BTS Spark is the social impact arm of the BTS company supporting the education and nonprofit sectors.

Southwest Horizon School Division Principal and Superintendent Coaching



AT A GLANCE

Targeted coaching helped SHSD leaders own their role, communicate clearly, and lead with confidence.

IMPACT METRICS



+39%

Average growth in leadership confidence (based on self-assessments)



+29%

Increase in ability to empower others and hold difficult conversations

- Tangible shifts in how they support and direct their teams.
- Movement from instructional to strategic leadership
 - “My principals realized they are leaders — and began acting like it.”
 - “The coaching gave me the confidence to take action and build momentum.”

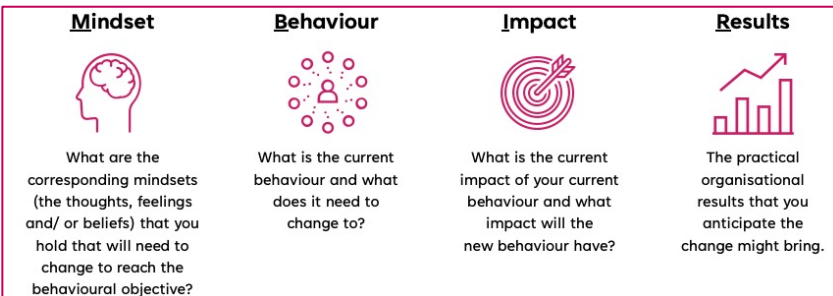
CHALLENGES

School leaders at SHSD were transitioning into administrative roles without formal leadership preparation. Many were still developing a sense of identity as leaders and unsure how to effectively lead teams, guide instructional coaches, or navigate conflict. The superintendent sought coaching to strengthen executive presence and confidence in driving system-wide change.

SOLUTIONS

BTS Spark delivered a coaching program tailored to SHSD’s needs:

- 6 principals engaged in a 6-session virtual small group coaching pod (Dec 2024 – March 2025)
- Superintendent received customized 1:1 coaching support
- **Focus areas included:** Building Leadership Confidence, Coaching Mindsets, Difficult Conversations, Empowering Others, and Strategic Communication. Sessions included targeted prework, post-session reflections, and on-the-job application of learning.



BENEFITS

- 1
- Mindset Shift**

Leaders reported significant gains in confidence, clarity, and coaching communication. The coaching helped shift mindsets from “Am I ready?” to “I believe in my team.”
- 2
- Strategic Leadership**

Principals developed stronger leadership identities, began directing literacy/numeracy coaches more effectively, and built school alignment through goal-setting and strategic planning.
- 3
- Executive Growth**

The superintendent credited the coaching with helping her counteract imposter syndrome and lead with vision and decisiveness.

TESTIMONIAL

“This coaching was powerful in helping me shift from self-doubt to decisive action. It gave me clarity, confidence, and tools I now use to empower my leaders and communicate our division’s vision.”

— Stephanie Emberly, Superintendent, Southwest Horizon School Division