

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

Sir Wilfrid Laurier School Board Coaching Pilot Project



COMMISSION SCOLAIRE SIR-WILFRID-LAURIER
SIR WILFRID LAURIER SCHOOL BOARD

AT A GLANCE

A targeted coaching pilot boosted SWLSB leaders’ confidence, reduced stress, and built leadership capacity.

IMPACT METRICS



100%
Gained confidence to navigate complex leadership challenges.



100%
Adopted coaching-style communication (e.g. active listening, open questions)



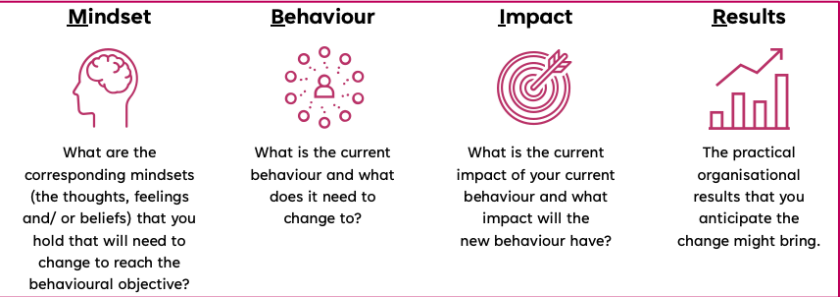
83%
Reported stronger emotional awareness and reduced “mindtraps”

CHALLENGES

- School leaders at SWLSB were facing intensifying challenges:
- Navigating complex interpersonal relationships with staff and parents.
 - Managing conflict resolution with confidence.
 - Sustaining mental health and preventing leadership burnout

SOLUTIONS

- BTS Spark designed a tailored leadership coaching pilot that included 6 SWLSB leaders engaged in a blended coaching journey (Nov 2024 – Jun 2025). Each received 4 personalized 1:1 sessions and 2 small group sessions.
- Focus areas included: Resilience, Empowering Others, Difficult Conversations, Coaching Communication, and Confidence Building
- Supported by MBIR (Mindset-Behaviour-Impact-Results) goal-setting and reflective prework



BENEFITS

- 1

Conflict Confidence
Leaders gained **tools to deal with difficult staff situations**, improved **emotional self-awareness**, and reduced reliance on the board for conflict support.
- 2

Decision Clarity
Marked increase in **confidence**, **clarity in decision-making**, and **time for deep work**.
- 3

Wellbeing & Engagement
Participants reported **reduced stress**, stronger team engagement, and early signs of improved school outcomes

TESTIMONIAL

“ Our leaders found the coaching to be exactly what they needed — timely, practical, and deeply personalized. It helped them grow in confidence, navigate tough conversations, and reconnect with their purpose as leaders. We saw meaningful progress in just a few months. ”

Selena Mell, Assistant Director General, Sir Wilfrid Laurier School Board