

Washington Association of School Administrators (WASA)

Partnership, Flexible 1:1 Coaching



The need

The Washington Association of School Administrators (WASA) sought to increase **confidential support** and **personalized leadership development for K–12 superintendents** (and other district/school leaders) across the state of Washington. With only a small core team, WASA employees were stretched thin and weren't able to provide as many personalized learning opportunities for Superintendents. The need for support has grown over the last few academic years due to the annual turnover of Superintendents.

Our Solution

WASA partnered with with **BTS Spark** to deliver **flexible, 1:1 leadership coaching** for education leaders. Participants completed **six 60-minute, one-to-one sessions** with accredited coaches, beginning with a Personal Leadership Review and goal-setting using BTS Spark's **Mindset–Behavior–Impact–Results (MBIR)** framework. BTS Spark offered 'Lunch and Learn Webinars' about the power of coaching to all WASA members and provided quarterly coaching logs to WASA about the supports we were providing their members.

Impact

125 Leaders
44 Districts



It's kept me in the game as a leader. Without this coaching support, I would have burnt out.

–Superintendent

99%

of participants reported growth across all leadership capabilities, the largest gains were in *confidence to have difficult conversations*.