



Leadership In A Time Of Change

August 15 and 16, 2019

9:00am – 4:00pm

Best Western Plus Dartmouth Hotel & Suites

Back by popular demand, Dr. Mike Rutherford will lead this leadership conference.

Conference Focus

The conference is crafted to build on the professional learning needs of instructional leaders (for example, graduates of the Instructional Leadership Academy or other leadership programs) who desire to take leadership skills to the next level.

Conference Leadership Lessons

(Lesson Descriptions on page 2)

- Creating Clear, Compelling Direction
- Designing and Leading Change
- Communication, Influencing, and Persuasion Skills

We have 20 rooms available at the Best Western Plus at \$135.00+hst

To make a reservation, call the hotel directly at 1-902-463-2000 or 1-866-676-9846, and ask for the room block for **NSELc**.

Reservations can also be made online using the following link:

https://www.bestwestern.com/en_US/book/hotel-details.65013.html?groupId=9C0IE6G5

Reservations must be made by July 12, 2019.

SUMMER

2019

SPACE IS

LIMITED

Cost

\$499.00 + hst

= \$573.85

Registration available on the NSELc website

www.nselc.ca

Space is Limited to 60 seats! Register Early

Rutherford Leadership Lessons

Creating Clear, Compelling Direction

Perhaps the first and most important task of a successful education leader is to establish clarity of purpose. The vocabulary list for this concept is well known...mission statements, vision casting, core values identification, goal setting, coherence of effort, teamwork, and shared commitment to a common future. Successful education leaders often define this task by defining and attacking its enemy...fuzzy purpose. Organizational psychologists suggest that 70% of interpersonal conflict in the workplace is not the result of employees' poor interpersonal skills, but rather of unclear direction. The effects of fuzzy purpose are well known...low energy, pettiness, interpersonal conflict, poor teamwork, and a lack of persistent follow-through. Mission, Vision, and Core Values...taken together, form a powerful cocktail for curing fuzzy purpose. Mission establishes purpose, vision adds clarity and energy, and core values guide the day to day operations. When these three complementary forces combine, the result is clear, compelling direction. For individuals and for groups, clear direction results in high energy, graceful interaction, focus, persistence, teamwork, and collaboration.

Designing & Leading Change

An insightful principle from systems theory is... *“Every system is perfectly designed to deliver exactly the results it is now delivering.”* To obtain different results, a re-design of the system is necessary. Improvement requires change. Perhaps one of the most succinct definitions of “leader” is simply one who designs and leads change. Since most schools and districts report they are seeking to improve current results, change is a non-option.

Why then, since the case for change is so explicit, is the actual change process so difficult? While human beings are very adept in adapting to the environment, as measured in evolutionary time, we are less adept at fast-paced, organizational change. In fact, during a period of dynamic change, our instincts and human nature may actually work against us.

As with all humans, school leaders don't necessarily learn from experience. They learn, and improve, not by merely having experiences, but by reflecting upon and processing those experiences. Over time, these more contemplative leaders notice meaningful patterns in their contextual fields. These patterns may remain invisible to novice leaders. The contextual field is there for novices as well, but it may appear chaotic and devoid of meaningful pattern.

This leadership lesson examines several “patterns of high performance” routinely surfaced and described by successful school leaders and provides a set of user-friendly principles for applying these insights to the design and leadership of organizational change.

Communication, Influencing & Persuasion Skills

A key function of leadership is to activate and channel the potential of a group, and individuals within the group, toward a chosen goal. Communication, influence, and persuasion are three skillsets that make this more likely to occur. Clear, compelling communication supports and organizes the efforts of most members of any organization who are already primed to fully engage and collaborate toward the organization's goals. Influence is an interpersonal force that shapes people's thoughts and actions. Influence operates to subtly, but effectively, nudge and align individuals' efforts toward greater coherence in support of the organization's goals. Persuasion seeks to course correct another's fundamental approach or way of thinking toward the aims and goals of the organization.