



# Balanced Leadership

McREL's Balanced Leadership program has helped more than 18,000 school leaders nationwide better manage improvement initiatives.



## Real changes in practices, real results for students

Balanced Leadership goes beyond simply explaining what to do and how to do it—it also helps participants and district administrators understand *why* particular leadership responsibilities are essential and *when* to fulfill them.

### Focusing on what matters most

Every leader is faced with the challenge of managing an overflowing inventory of school improvement initiatives. Even strong leaders sometimes focus on the wrong things. We help leaders focus their efforts on initiatives that are most likely to result in better student learning and overall school performance.

McREL helps leaders learn how to get everyone on the same page and access hidden or neglected assets.

### Establishing a culture that fuels success

Research shows that a strong school culture—one that reflects a clear vision for success, high expectations for behavior and learning, and a shared belief among teachers that together they can make a difference for students—is an even more powerful predictor of student success than socioeconomic status. McREL helps leaders create a “purposeful community” that promotes a “can-do” attitude among staff.

### Managing the effects of change

Some people are receptive to change while others are resistant. School leaders must understand why staff members view change efforts differently and what they can do to make it positive for everyone.

### Ensuring smooth implementation

For any improvement effort to succeed, leaders must ensure that professional development efforts are implemented consistently school-wide. Balanced Leadership shows how to effectively monitor and manage implementation of even the largest efforts.

## Solutions that meet your needs

Every school and every school leader has different needs and demands, so McREL offers a range of services that improve the aspects of leadership that matter most to your students' achievement. We'll help you pinpoint exactly what you need—whether it's a two-day training focused on one specific aspect or more comprehensive, ongoing training.

## Contact us today to

- Customize a solution to meet your needs and budget
- Deliver Balanced Leadership to your school or district
- Train your district or agency staff to deliver Balanced Leadership

800.858.6830 or  
[info@mcrel.org](mailto:info@mcrel.org)



“I highly recommend Balanced Leadership to any district willing to challenge the status quo and carry out the difficult work of reimagining schools.”

— Superintendent Nancy Allen-Mastro,  
District 197, MN

“All of my administrators stated that Balanced Leadership was extremely meaningful to their practice and allowed them to be reflective learners.”

— Superintendent Debra Kaplan,  
West Covina USD, CA

## WHAT MATTERS MOST™

for Changing the Odds of Success for All Students

Balanced Leadership helps school leaders create high-performance school cultures—one of the five key areas that matter most for student success.



## Research-based, practice-proven professional development

### Practical guidance from rigorous research

McREL's Balanced Leadership is based on the largest-ever analysis of research on effective school leaders, as reported in *School Leadership That Works: From Research to Results*.

### Professional development proven to work

Balanced Leadership is one of the only leadership development programs that has a solid research base and demonstrated effects on leaders. Recent findings from a federally funded, scientific study found that Balanced Leadership has a positive effect on principals' efficacy, and lowered turnover for principals and their teachers.