



Be a CHANGEMASTER: 12 Coaching Strategies for Leading Professional and Personal Change

Karla Reiss

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How to use coaching strategies to lead change in any organization

This practical guide for school and district leaders provides 12 strategies for overcoming resistance to change. Unlike more theoretical books, this text shows how to adopt a coaching style of leadership as a systemic change strategy. Components include:

- Challenging assumptions to prevent them from becoming reality
- Confronting negativity by reframing and cultivating optimism
- Gathering a group to aggregate energy, creativity, and encouragement
- Using imagery and visualization techniques to improve performance
- Focusing on the future to overcome the errors of the past and challenges of the present

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