

Ideal Instruction Coach's Corner

Using Video to Turn Vision into Practice

THE CHALLENGE



“We keep saying what great teaching looks like... but no one’s seeing the same movie.”

The vision is there. You’ve talked about it in PD, aligned your leadership team, and maybe even built a playbook. But when you walk into classrooms, the vision plays out differently—coach to coach, classroom to classroom.

What’s Really Going On?

It’s not a lack of effort or clarity. It’s a lack of a **shared, visible model**. Without a common anchor, even the best coaching gets diluted. Feedback becomes subjective. Practices vary. And the gap between “what we say we value” and “what we actually see” grows.

Video changes that. It turns your vision into something everyone can see, study, and align to. When used intentionally, it builds shared language, unifies feedback, and creates momentum across your school or district.

TRY THIS INSTEAD



Use Video to Build Alignment and Scale

- **Capture what “great” looks like.**
 - Record short, authentic classroom clips that show one high-impact move in action. For example, a 3-minute clip of a teacher modeling using MVP instructions to set students up for a learning activity.
- **Build a shared vision with your team.**
 - Use the same clip with coaches, leaders, and teachers to calibrate “look-fors.” Ask them, “*What did you see?*” “*What impact does it have?*”
- **Use clips to coach, consistently.**
 - All coaches and teachers aligning to the same standard gets results. Use the same language and model when giving feedback, and specifically reference the video: “*This moment here is what we’re aiming for—let’s get closer to this together.*”
- **Create a video library.**
 - Collect strong examples across content areas and grade levels and put them in an easy-to-access place. Use it for onboarding, PD, and coaching.
- **Protect and develop the culture.**
 - Frame video as a tool for growth and celebration. Set norms to opt-in, stay low-focused, and never use it to evaluate.

Make it Stick!

Start by capturing *one* strong moment. Use it with your team to build shared clarity. Repeat. *When everyone’s watching the same movie—your vision becomes reality.*