



### 1 Create a Clear Vision for Instructional Excellence

*Define and communicate a shared vision for teaching and learning. Use this as a guiding framework for professional development and classroom practice.*

### 2 Align Strategies with Outcomes

*Ensure that instructional strategies are evidence-based and aligned with desired student outcomes. This provides clarity and purpose for teachers.*

### 3 Model Excellence in Action

*Showcase high-quality teaching practices using tools like video libraries and live demonstrations. Teachers learn best when they see excellence in action.*

### 4 Invest in Job-Embedded Coaching

*Provide real-time coaching and support during the teaching process. This builds confidence and helps teachers immediately apply what they learn.*

### 5 Encourage Intentional Practice

*Design opportunities for teachers to rehearse and refine strategies in low-stakes environments before implementation in the classroom.*

### 6 Foster a Culture of Collaboration Among Teachers

*Build a culture of shared growth where educators collaborate, analyze data, and refine their practices together.*

### 7 Use Video for Feedback and Growth

*Integrate video coaching to provide non-evaluative, targeted feedback, celebrate successes, and identify areas for improvement.*

### 8 Empower Leaders to Coach

*Train leaders and instructional coaches to provide consistent, impactful feedback that builds teacher capacity through non-evaluative coaching.*

### 9 Measure and Celebrate Progress

*Track the impact of professional development initiatives and recognize educators' efforts and successes to maintain momentum.*

### 10 Sustain Growth with Continuous Learning

*Develop systems that emphasize ongoing improvement, ensuring practices evolve to meet changing needs and challenges.*

**Student success starts with great teachers. Invest in what matters most.**

**Schedule a complimentary consultation** with our team to discuss your specific needs and explore how our expertise can support your goals.

**Schedule a Consultation**



**Instructional Expertise**



**Job-Embedded Coaching**









**Educational Videography**

*Scan here!*





Looking to dive deeper? These essential articles provide research-backed strategies and insights to help you develop great teachers and improve student outcomes.

- 
***Principles of instruction: Research-Based Strategies that All Teachers Should Know*** - Rosenshine, B. (2012).
  - Rosenshine outlines **10 evidence-based teaching principles** that improve student learning, including scaffolding, guided practice, and frequent checks for understanding. A must-read for instructional leaders, this article distills research-backed strategies into **practical steps that boost teacher effectiveness and student success**. Retrieved from <https://www.aft.org/sites/default/files/Rosenshine.pdf>
- 
***A shared vision for a school: Developing a learning community.*** - Toikka, T., & Tarnanen, M. (2024).
  - This study explores how a **shared vision** shapes school transformation into a **collaborative learning community**. Key findings highlight the importance of **transparent communication, balancing tradition with innovation, and ensuring long-term engagement** to sustain school development. Retrieved from <https://doi.org/10.1080/00131881.2024.2361412>
- 
***Professional development that changes teaching and improves learning.*** - Germuth, A. A. (2018).
  - Traditional PD often fails to drive real change. This article outlines **what actually works**, offering instructional leaders a **blueprint for impactful, research-based teacher development**. It highlights elements of effective professional development, emphasizing ongoing coaching, real-world application, and structured learning communities that lead to **sustained changes in teacher practice and improved student outcomes**. Retrieved from <https://files.eric.ed.gov/fulltext/EJ1315523.pdf>
- 
***The Effect of Teacher Coaching on Instruction and Achievement: A Meta-Analysis of the Causal Evidence*** - Matthew A. Kraft (Brown University), David Blazar (Harvard University), and Dylan Hogan (Brown University)
  - This meta-analysis of evidence analyzing 60 studies, researchers found **coaching significantly improves instruction and student achievement**, making it one of the **most effective ways** to boost teaching quality. Retrieved from [https://scholar.harvard.edu/files/mkraft/files/kraft\\_blazar\\_hogan\\_2018\\_teacher\\_coaching.pdf](https://scholar.harvard.edu/files/mkraft/files/kraft_blazar_hogan_2018_teacher_coaching.pdf)
- 
***Practice with Purpose: The emerging science of teacher expertise.*** - Deans for Impact (2016)
  - Want to build truly **expert teachers**? **Experience alone isn't enough**—how teachers **practice** is what makes the difference. This research-backed guide shows how structured, focused practice can **accelerate teacher growth** and improve classroom instruction. Retrieved from <https://www.deansforimpact.org/files/assets/practice-with-purpose.pdf>
- 
***Examining educators' perceptions of video demonstration lessons in literacy professional development.*** - Stephen Winton, Laveria Hutchinson, Jie Zhang, Grace Lee (2024)
  - This study shows that **PD with classroom video modeling leads to better teacher adoption of instructional strategies**, ensuring professional learning translates directly into classroom practice. This study examines how **embedding classroom video demonstrations** in literacy professional development enhances teacher learning and implementation. Retrieved from <https://files.eric.ed.gov/fulltext/EJ1425883.pdf>

