

Appendix: Planning to approach ‘hard-to-engage’ school leaders
(extract from ‘How to run a working together workshop’)

Using the tool most effectively

- Consider the most appropriate tool to use:
 - Understanding and Engagement tool
 - ES Sustainability tool
- Agree contact strategy
 - Review relationship history
 - Agree contact level eg ESRA, Cluster Manager, external
- Identify key contact in the school
 - Head, ES lead, Deputy
- Understand type of support that could be made available
- Identify key messages
- Make contact

Initial contact preparation

- Key messages
- Name, number
- Diary (of the right person)
- Interest (to engage on a similar platform)
- Time and space
- Resources

Activity 1

- On your tables, discuss how do you build trust and gain rapport on the phone
- What does it feel like when you are in rapport with someone?

Building trust

Compelling:

Attracting strong interest
and attention

Tending to make
somebody do something,
make something happen
or be necessary

Credible:

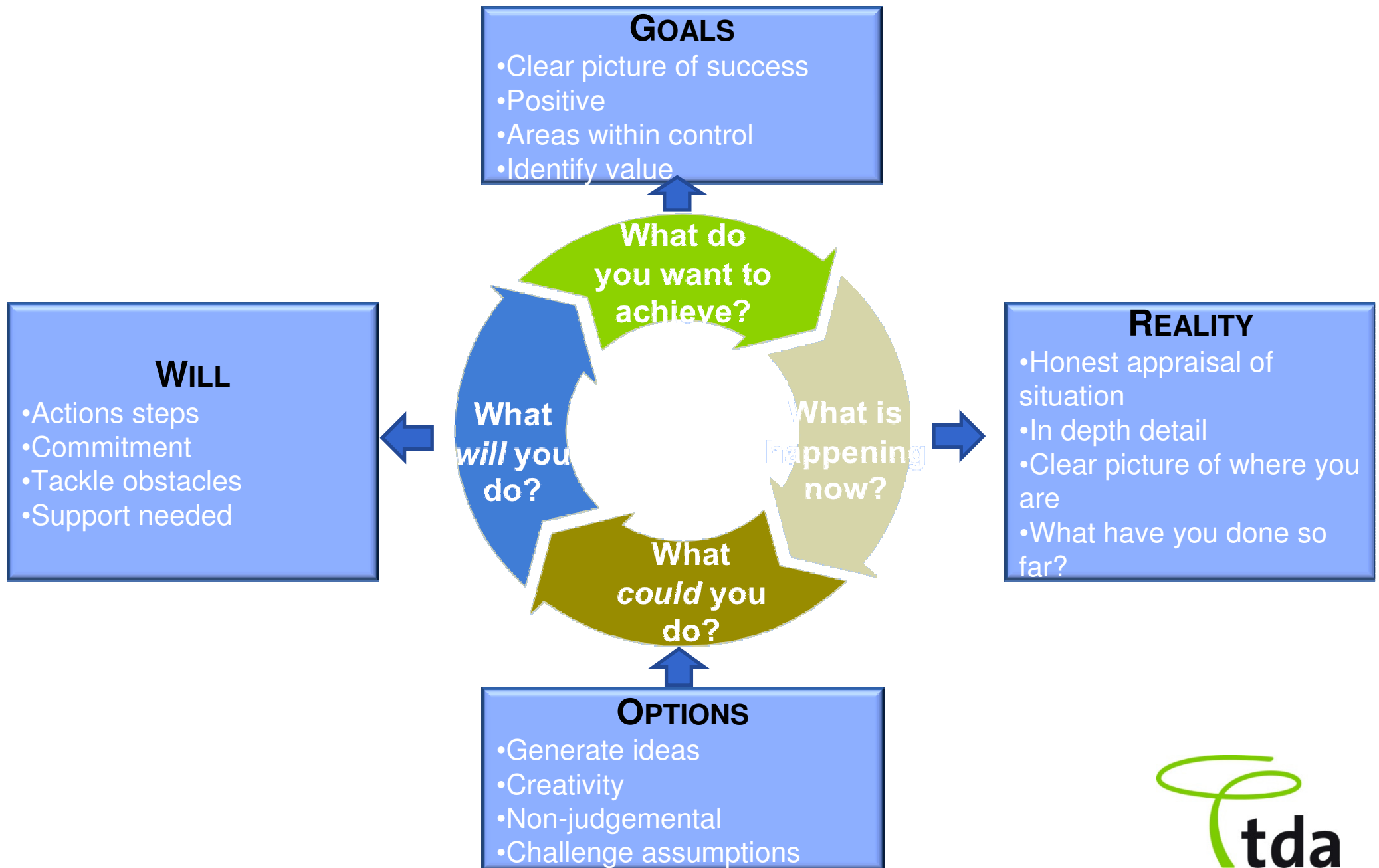
Easy to believe

Inspiring trust and
confidence

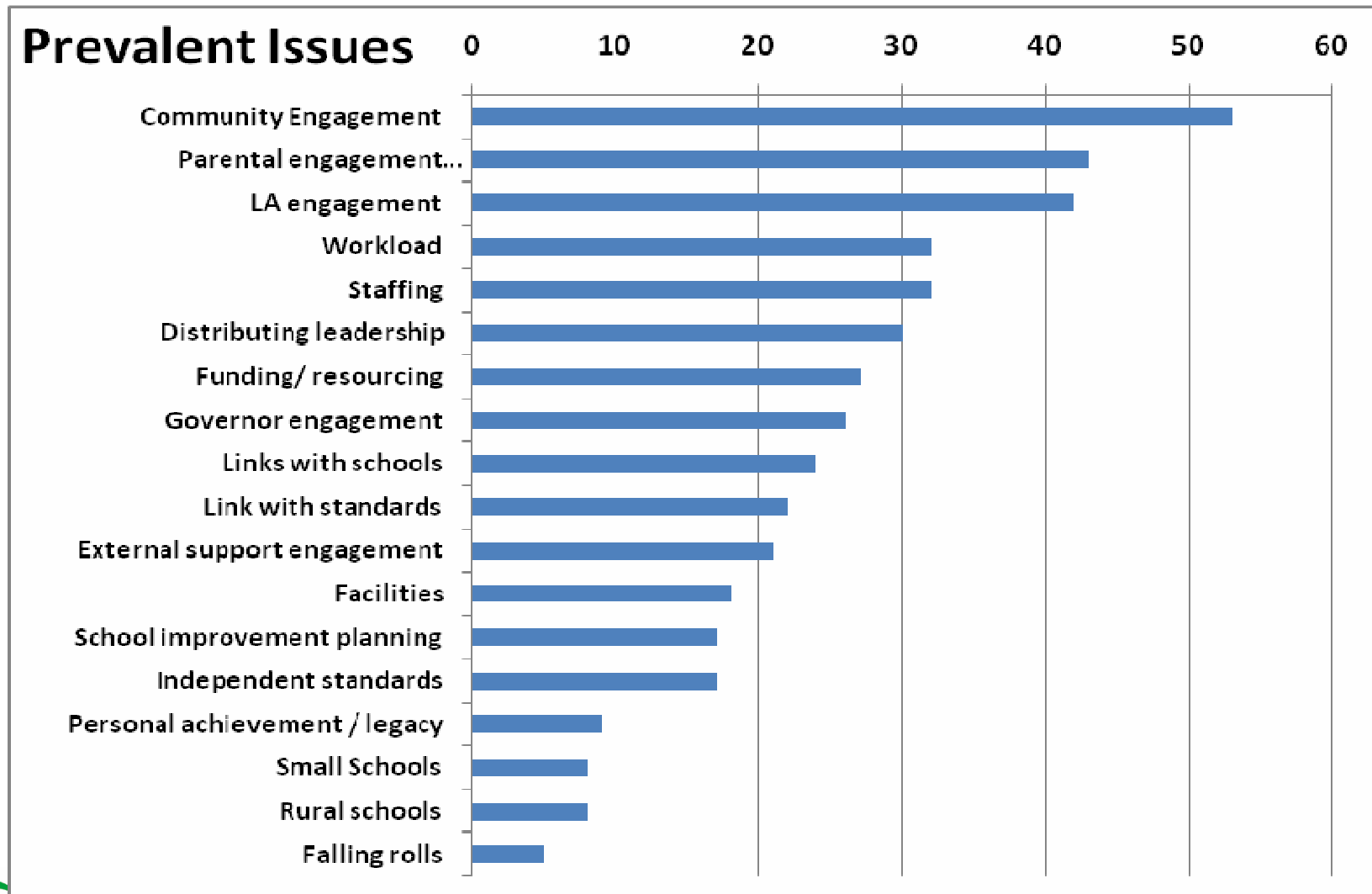
Rapport

- The 'Must Haves'
 - Mutual respect
 - Mutual trust
 - Mutual freedom of expression

Coaching: the GROW model



Engaging schools: NCSL and TDA Partnership project emerging issues



Activity 2

- In groups of 3 consider how you will set up the conversation with a school leader
 - What opportunities might you use to have this conversation?
 - How will you position the call/conversation?
 - How will you position the diagnostic?
- Practise your opening statement: how will you create trust?
 - 1 is the school leader, 1 is the caller, 1 observes
 - Complete the round
- Provide feedback to each other
 - How did that feel? What went well? What would you change next time?