

Use your head, so your School keeps its Head!



*If you can imagine it
you can achieve it!*

Let's paint a picture!

you arrive at the 'office' at 7.00am
your four-member 'sales team' is down to one through illness
your 'Temp' isn't turning up so you've got to find another one
your complaints from 'customers' have increased to four
your 'Boardroom' is still not set up
your 'Board' can't meet until 6.30pm
your line-management 'Appraisals' are still waiting to be done
your business 'review' is being carried out on site today and tomorrow
your 'second-in-charge' has just resigned and you won't get another one before they leave
your 'customer presentation' is due in two hours

Is this the typical situation in which a CEO or MD of a business find themselves on any particular day?

Yes, the CEO or MD is called the **Head Teacher** and:

the 'office' is your school
the 'sales team' are teachers
the 'temp' is a supply teacher
the 'customers' are parents
the 'Boardroom' is the exam hall
the 'Board' is the Governing Body
the 'Appraisals' are Performance Management Reviews
the 'review' is an Ofsted inspection
the 'second in charge' is your Deputy Head Teacher
the 'customer presentation' is an assembly

Head Teachers are the Education world's CEOs and MDs, managing serious organisations with significant budgets, large staff numbers and a multi-level customer base. The multi-level customer base is the staff as internal customers, with the students, parents and governors your external customers.

In an article, featured in the 23 February TES, Kerra Maddern highlighted the feelings of Head Teachers who were trying to run these serious organisations, often earning far less than their CEO or MD peers, working many long hours and not, I repeat, not enjoying 12 weeks' holiday a year. Yet these Head Teachers are asked to be the Managing, Financial, Human Resources, Technical, Sales, Marketing and Facilities Directors!

Most, if not all, people enter the teaching profession because they are **passionate** about the education of young people; they 'want' to make a real difference to the lives of our future workforce; arguably one of the most important jobs in our society. Yet there is little high-level, focused support for senior teachers as their career progresses through management.

If you want to retain or attract teachers into management positions, empower Head Teachers to run their school with little interference, let them seek support for themselves and their staff on areas not in their immediate skill set, encourage networking (and build in time) to share good ideas and build a package around people, not roles.

Coaching has been used in business for many years and has seen impressive results; these results can easily translate to Schools. Everyone has the answer to any issue in their own head; sometimes

they just need someone to help them bring it out. Coaching of Department Managers, Senior Leadership teams and Head Teachers can bring incredible results to the School and the individuals.



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Avalon Solutions coaches businesses, schools and their people resulting in greater efficiency and focus, decreases in costs, increases in profit and retaining more clients.

Stewart Graham has successfully managed organisations at the highest level for over 15 years. He has been a business mentor and speaker to Investor in People Assessors. He is a regular presenter at events on successful pitching, successful networking, selling more with little effort and presenting to be remembered. He has worked with business and schools.