

The 4 Essential Roles of LEADERSHIP™

June 26 & 27, 2025 (2-Day Workshop)

8:30am-2:30pm, Lunch Included

No Cost to CAS Members

CAS Office | 30 Realty Drive | Cheshire, CT



A FRAMEWORK FOR SUCCESS FOR LEADERS EVERYWHERE

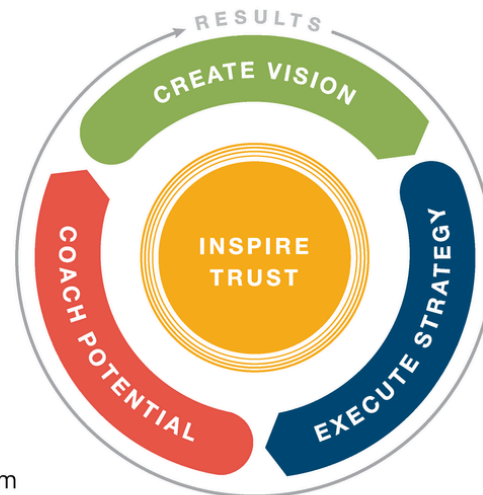
The world is changing at an unprecedented pace. Every day, administrators and educators are making countless decisions and facing problems they've never encountered before in their schools, districts, and communities. What worked yesterday can change overnight. The speed is relentless, the stakes are high, but the rewards are great for those who can lead a team to consistently achieve extraordinary results. So how can leaders stay ahead of the curve and differentiate themselves and their teams when so much is changing so quickly?

MEET THE 4 ESSENTIAL ROLES OF LEADERSHIP

Even in the most turbulent times, there are four roles leaders play that are highly predictive of success. We call them **essential** because as leaders consciously lead themselves and their teams in alignment with these roles, they lay the foundation for effective leadership.

The 4 Essential Roles are:

1. **Inspire Trust:** Be the credible leader others choose to follow—one with both character and competence.
2. **Create Vision:** Clearly define where your team is going and how they are going to get there.
3. **Execute Strategy:** Consistently achieve results with and through others using disciplined processes.
4. **Coach Potential:** Unleash the ability of each person on your team to improve performance, solve problems, and grow their careers.



REGISTER



THE RESEARCH AND THE SOLUTION

FranklinCovey spent years learning what organizations, districts, and schools need from their leaders today and in the future. We discovered they need leaders who could:

- Think BIG and adapt quickly.
- Translate strategy into meaningful work.
- Coach people to a higher performance.

The 4 Essential Roles develop leaders who can master these skills consistently, within FranklinCovey's unique framework that focuses on developing who a leader is as well as what a leader does.

ROLE	OUTCOME/OBJECTIVE
Inspire Trust	Trust starts with a leader's own character and competence—the credibility that allows leaders to intentionally build a culture of trust.
Create Vision	Effective leaders create a shared vision and strategy, and communicate it so powerfully that others join them on the journey.
Execute Strategy	Leaders must not only think big, but also execute their vision and strategy all the way through to completion, with and through others.
Coach Potential	Effective leaders develop the leadership potential in others and improve performance through consistent feedback and coaching.

WHAT PARTICIPANTS ARE SAYING

“I've been doing this a long time, and this is one of the best trainings I've been to.”

—Superintendent, West Virginia

“Thank you for re-igniting the flame of leadership for me...I needed it!!”

—Principal, North Dakota

“This has sparked so many ideas that I can bring back to our district and my teams.”

—Assistant Superintendent, Arizona

“The 4 Essential Roles was an inspirational workshop and should be mandatory for all school administrators.”

—Superintendent, Arkansas