



2024-2025

CONNECTICUT
ASSOCIATION OF SCHOOLS
SERVING SCHOOLS AND THEIR LEADERS

EXECUTIVE COACHING PROGRAM

A GUIDE FOR COACHES & CLIENTS



CONNECTICUT ASSOCIATION OF SCHOOLS
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PROGRAM MISSION

The Connecticut Association of Schools is committed to supporting building and district leaders in order for them to develop their leadership skills, improve their decision-making abilities, and increase their confidence to create positive change in their district or school. Coaches will deepen a client's instructional and organizational leadership capacities by establishing a trusting and confidential client/coach relationship through honest communication, questioning and discovery.

We believe that every child deserves a quality education, and we are passionate about helping school leaders create the conditions necessary for all students to succeed.

Our program is designed to help clients:

- **Enhance their leadership skills.**

Executive coaching enables clients to develop and fine-tune their leadership abilities, helping them become more effective, confident, and adaptable leaders in their respective roles.

- **Improve their decision-making.**

Through executive coaching, clients can gain a fresh perspective on complex challenges, learn critical thinking techniques, and enhance their decision-making process, leading to better and more informed choices.

- **Communicate more effectively.**

Executive coaching helps clients sharpen their communication skills, fostering more compelling and persuasive interactions with stakeholders, teams, and partners, ultimately improving collaboration and overall organizational effectiveness.

- **Decrease their stress.**

Coaches assist clients in developing strategies to manage stress and time more efficiently, enabling them to achieve better work-life balance, enhance productivity, and prevent burnout.

- **Achieve their goals.**

Executive coaching supports clients in setting clear, actionable goals and devising a roadmap to achieve them, fostering a sense of purpose, motivation, and accomplishment in their professional journey.



OUR CORE VALUES

EXCELLENCE

We are committed to providing our clients with the highest quality of service.

COLLABORATION

The best solutions are created through collaboration.

EMPOWERMENT

Our clients are the experts in their schools and districts, and we empower them to make the best decisions for their students.

INTEGRITY

We are committed to acting with honesty and confidentiality in all of our dealings with our clients.

IMPACT

Participants in our program have reported:

- Increased confidence in their leadership abilities
- Improved decision-making skills
- Increased capacity to create positive change in their schools
- Stronger relationships with staff, students, and families
- More effective professional practices
- Increased ability to respond to challenges and setbacks

CAS and CSDE are proud of the impact our coaches have on the schools and communities we serve and are committed to continuing the work to help school leaders create the conditions necessary for all students to succeed.



CAS

WHAT CAS COACHING IS AND WHAT IT IS NOT

CAS Coaches support leaders in deepening their ability to make decisions and self-reflect in order to create more efficient systems and improve student learning.

- Coaching is a confidential relationship between a coach and a district or building leader, built upon open and honest communication. The coach will partner with the client in building this relationship.
- The coach helps the leader to identify and achieve their goals and use those goals as the foundation of their work during the school year.
- A coach will actively listen, then ask follow-up questions to lead the client to a deeper level of thinking and understanding.
- A coach helps the client reflect impartially.

What the CAS coaching model is not is as important as what it is:

- CAS Coaching is not mentoring, e.g., telling the client what to do.
- CAS Coaching is not consulting, e.g., providing answers to a problem or providing professional development to the client or staff.
- CAS Coaching is not technical support. The Connecticut State Department of Education has developed a robust system of support for CT SEDS and coaches do not have the ability to provide that support in addition to coaching services.



WHAT IS A CAS COACH'S COMMITMENT?

A CAS Coach is committed to supporting the client for a minimum of one year. A second year may be granted upon successful completion of year one and a request by the client to continue the relationship.

To build and sustain the relationship to support their growth, coaches commit to:

- Ensure clarity of coaching goals in early meetings with the client.
- Touch base bi-weekly/monthly in person or virtually to discuss progress.
- Email or follow up with phone calls as needed.
- Maintain privacy and confidentiality.
- Be an active listener who is caring and supportive.
- Seek feedback from the client on whether the coaching is valuable.
- Participate in CAS Communities of Practice monthly or as scheduled. This includes sharing problems of practice, supporting one another, and engaging in new learning.
- Evaluate at mid-year and end-year the effect of their work with the client.



WHAT IS A CAS CLIENT'S COMMITMENT?

A client is expected to commit to:

- Meet at least monthly in person or virtually to discuss progress. If a conflict arises that cannot be resolved, the meeting should be rescheduled, not canceled.
- Commit to privacy and confidentiality.
- Work to establish a trusting relationship with the coach.
- Collaborate with the coach to articulate the main goals and think through issues in order to affect change.
- Be open to the support offered by the coach. Be honest in their communication.
- Offer honest feedback on whether the coaching is valuable and suggestions for how the coach can best support the client.





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**FOR MORE
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