

The TrustED[®] School Leader Training

WHY IMPLEMENT **TrustED Professional Development (PD)**

Trust is the single most significant indicator of successful leadership in any organization. That is the definitive and shared conclusion from decades of research conducted throughout many industry sectors (i.e., manufacturing, retail, technology, government, NGOs, etc.). Trust is the bridge to school improvement—and like a bridge,

critical structural components must be in place for schools to cross from where they are to where they need to be. Research demonstrates that when those components of trust are in place, the results include higher levels of student achievement in academics, athletics, extracurricular activities, and many other measurable benefits, including:

- Higher faculty and staff retention rates
- Greater progress with school improvement initiatives
- Reduction in student behavioral referrals
- Increased engagement in learning
- Reduction in operational costs
- Improved levels of parent and community satisfaction
- Increased levels of volunteerism by employees and parents

URBAN
INSTITUTE

“WHEN IT COMES TO
MOTIVATING AND KEEPING
TEACHERS ENGAGED IN
THE SCHOOL,
**THE NUMBER ONE
FACTOR IS TRUSTED
SCHOOL LEADERSHIP.”**

H. LADD, THE URBAN INSTITUTE

This professional development identifies research-based organizational and relational trust factors, which school leaders need to consider to build healthy and strong relationships with all school stakeholders (i.e., faculty, staff, students, parents, and their surrounding community).

LEARNING OBJECTIVES

- 1 Understand the importance of establishing, maintaining, developing (and when necessary) restoring trust.
- 2 Identify and reflect on research-based factors (i.e., responsibilities and characteristics) that directly impact trust in the school and in the school's leadership.
- 3 Discover steps to enhance trust levels among all school stakeholders.
- 4 Create a practical and actionable plan to address specific factors that will result in greater trust.



 The TrustED® School
Leadership Training with
Dr. Toby Travis is
excellent! School leaders
are provided very clear
ideas to implement on
Monday morning. Highly
recommended!
Highly recommended!

DAVID WILCOX
ASSISTANT VICE PRESIDENT
ACSI

 **520-833-4219**

TrustED® PD DESCRIPTION & FORMAT

(FRAMEWORK) During the initial portion of the onsite PD, an overview of the wide-range of research demonstrating the critical importance of developing and maintaining trust in the school as an organization, specifically in those who serve as school leaders. Conclusions and observations are founded on the research of Dr. Travis and numerous others, including:

- Edelman (www.edelman.com) - the world's largest public relations firm and foremost research group on organizational trust.
- The Trust Edge Leadership Institute (www.trustededge.com) – is one of the leading providers of professional development training for global corporations (e.g., FedEx, IBM, Verizon, John Deere, Toyota, etc.).
- Marzano Research (www.marzanoresearch.com) - an all-inclusive research-into-practice resource center.



The training identifies twenty-one key responsibilities, which successful and trusted school leaders must manage, and six TrustED® Components, which must be in place to foster trust.

(INTERACTION) Attendees utilize a research-based self-assessment tool to identify areas of strength and improvement regarding their “trust level.” The self-assessment is followed by a guided discussion, which includes video vignettes, role simulations, and other activities. Table groups consider, identify, and share their observations and application of the “trust factors” (i.e., responsibilities and components) to their school leadership experience. Dr. Travis also provides specific examples of how each factor impacts the level of trust between schools and school stakeholders.

(TAKE-AWAY) Participants have the opportunity to create a TrustED® Action Plan in which they can make adjustments to their current personal and organizational practices related to one or two of the “trust factors.” The plan identifies:

- 1** WHERE they are now about the chosen factor.
- 2** WHERE they want to be by the end of the following semester to enhance their level of trust.
- 3** WHY they want to be there (a critical element in the success of any strategic plan).
- 4** WHAT next steps they will take immediately following the workshop to implement their plan.

In other words, this training moves school leaders from “Best Practice” to contextualized, practical, and actionable “Next Practice.”

CUSTOMIZATION & TIME ALLOTMENT

The TrustED® onsite PD is customizable in length and depth of content based on the hosting school’s needs and the workshops’ setting. Training sessions can be modified to meet a school’s needs from two hours to three full days of professional development (i.e., 18 hours of instruction).



**This was
Awesome!**
Motivating! Energizing!

Dr. Travis re-energized me
to go back to my school
and make changes to
support teachers,
students, and parents!



drtobytravis@gmail.com

**ANGELA TUCK
PRINCIPAL
SWARTHMORE RUTLEDGE SCHOOL
PA | USA**

ABOUT



TOBY A. TRAVIS, ED.D.

- Award-winning author and columnist
- 30+ years experience
- Assisting schools and universities in over a dozen countries
- Noted specialist in educational and non-profit leadership
- A daily practitioner of the skills and strategies taught
- Head of School, Houghton Academy, NY
- Executive Consultant, Global School Consulting Group
- Adjunct Professor, State University of New York College at Buffalo

CONTACT INFORMATION

Email: drtobytravis@gmail.com
 Phone/Whatsapp: 520-833-4219
 Schedule a Zoom session [HERE](#).
[Connect on Linkedin](#)



GUARANTEE

If you are not completely satisfied with the quality and delivery of the training and services provided by Dr. Toby A. Travis, your school or organization will be refunded 100% of the Training and/or Consulting Fees. Guaranteed!

TrustED® SCHOLARSHIP FUND

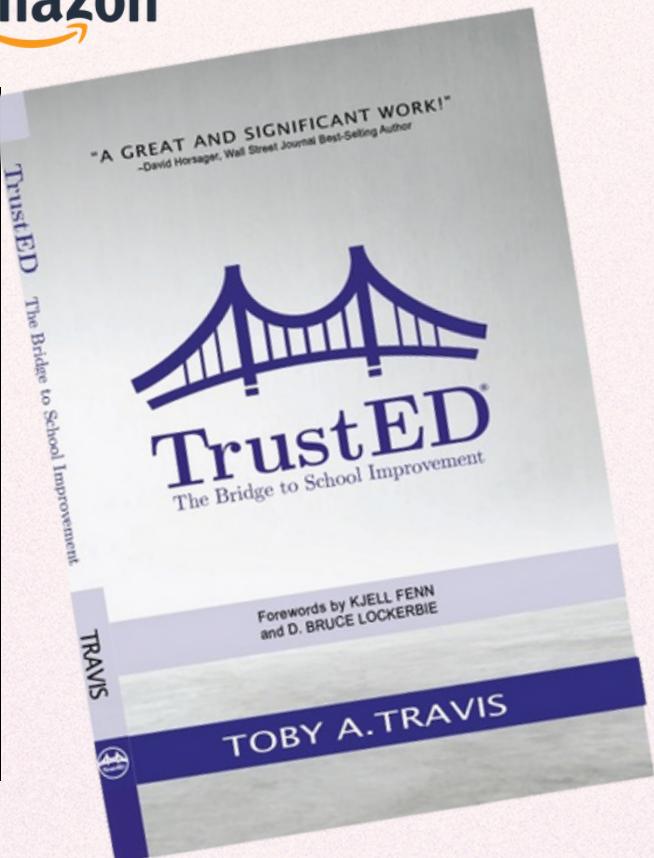
For qualifying schools, limited funds are available to help underwrite the training sessions. For more information and to submit an application, [follow this link](#) or email Dr. Travis.

RIPE *for Harvest*
WORLD OUTREACH

available at



BUY BOOK HERE



THE BOOK

This award-winning book for educational leaders reached #1 on Amazon's Educational Leadership category book downloads in April 2023, has been **featured in Forbes, CEOWorld Magazine, Authority Magazine, The Knowledge Review, eSchool News, on NPR**, as well as numerous podcasts - and was named "Book of The Month" (November 2021) and nominated for "Book of The Year" (2021) by The Magic Pen.

"Trust is the single greatest indicator of successful leadership."
This research-based observation is a definitive and shared conclusion within various industry sectors (e.g., manufacturing, retail, technology, government, and non-profit organizations).

Studies also reveal that when high levels of trust mark school leadership, positive and significant influences on schoolwide improvement occur and are sustainable.

Toby Travis utilizes a suspension bridge analogy to explain the roles and functions of trusted leadership, which are critical to school improvement initiatives. Dr. Travis outlines the six trusted leadership components that must be in place for leaders to ensure school improvement positively. Successful transit over the bridge to school improvement can be hazardous or catastrophic if any components are not securely in place. Learn how to assess, develop, repair, and ensure that all six leadership components are properly in place so that your school or district is TrustED .



“Nuts and bolts, data, and theory uniquely paired.

Mind-blowing! If you are looking for help identifying leadership needs and implementing strategies to become more successful, this is a must-read.

**DR. LIN WHEELER
SUPERINTENDENT
RIVERSIDE CHRISTIAN ACADEMY
NC | USA**



“ The Trusted® training was truly exceptional! Dr. Travis' level of energy and engagement was excellent all through both days. One word: INSPIRING. He left us all wanting to be better and to be more for our school community.

Jose Oyanguren,
Headmaster
St. Augustine
Preparatory School
Managua | Nicaragua



“ Dr. Travis' training came at a timely moment in the life of our school. In addition, he has a gift for motivating others, and we are truly thankful!

Glen Swarthout
General Director
Lincoln School
Guadalajara | Mexico



“ A phenomenal training experience. Many times as administrators, our focus is on putting out fires... We lose perspective when it comes to developing relationships with our staff. Participate in this training and develop that TRUST!

Leigh Sumter
Director GEAR UP Grant
Nassau Community College
NY | USA



“ When your school or school district has an issue with trust, in which all of our organizations do at some point, check out Dr. Travis and his TrustED® Leadership Assessment & Training. He does a phenomenal job of providing leaders with the skills necessary to build trust in the most turbulent or divisive organizations.

Donetrus G. Hill, Ed.D.,
Regional Superintendent
JeffCO Public Schools
CO | USA

WHAT EDUCATIONAL LEADERS ARE SAYING



“ Toby's passion for giving leaders and teachers practical strategies to build trust and improve results is a welcomed platform to engage staff in a difficult topic of conversation in most schools.

Danielle Root,
Superintendent
Joy Christian School
AZ | USA



“ This training provides a transformational opportunity for educational leaders to learn and self-reflect on their practice to BUILD TRUST!

Joseph Martin
Principal
Rancocas Valley
Regional High School
NJ | USA



SchoolRIGHT Group

DATA-INFORMED SOLUTIONS FOR LEADERS



Benefits

The TSL360 is a valuable resource to school administrators, governing authorities (e.g., Head of School, Superintendents, Boards, Owners), faculty, and staff.

School leaders will clearly understand their unique strengths and challenges from an objective, supportive viewpoint using this practice-based assessment tool and the Self-Assessment.

The data from the assessment has multiple uses, including data to inform personal and professional development, school improvement, hiring, placement, and promotion of leaders.

TrustED®

The Bridge to School Improvement

Skills &
Competencies Assessed
(TrustED® Components)

FOUNDATION

Beliefs & Values

SUBSTRUCTURE

Connect & Support

BEARINGS

Flexible & Involved

GIRDERS

Adapt & Contextualize

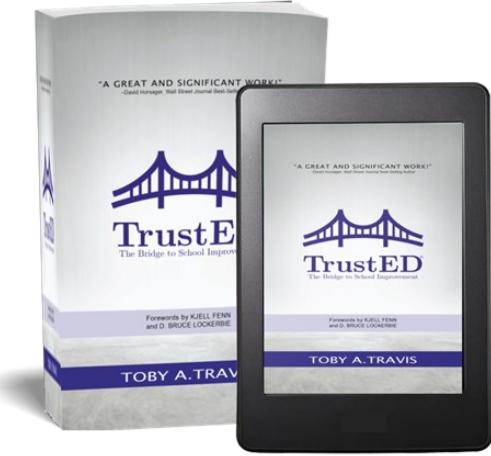
SUPERSTRUCTURE

Culture & Relationships

DECK

Clarity & Order

Philosophy & Findings



TrustED: The Bridge to School Improvement (Toby Travis, 2021) notes that the most trusted leaders lead schools with the highest student achievement levels. Schools, which celebrate high community support and parental involvement, are led by the most trusted leaders. The most trusted leaders lead schools that experience solid financial operations and high teacher and student retention rates. Thus, trusted school leadership is the essential indicator of school success to be assessed, developed, protected, and repaired when necessary.

Logistics

- Ideally, implemented twice per academic year for at least two cycles to validate the data and monitor progress.
- Conducted online and distributed through direct links (ideal for a staff meeting) or email invitations with persistence over two weeks.
- Reports are typically made available within three weeks of the closing of the assessment.
- A follow-up consultation will help leadership understand the results and their use.

Pricing

The TSL360 is practical, cost-effective, easily implemented, and completed in less than 15 minutes.

- 3 leader segmentations for \$550.
- Additional segments, \$55 each.
- \$100 set-up.

Pricing includes a detailed Executive Summary Report of the assessment results and a live 60-minute interactive video conference with Dr. Toby Travis to "unpack" the data.



TEACHER



Methods Survey

Customize Training Programs & Target Improvement Strategies

The essence of a school lies in its teachers and their ability to put effective methods into action. The CIALE Methods Survey is a powerful tool that provides insights into strengths and challenges related to

the implementation of educational best practices. With 72 research-validated and practice-based questions, the CIALE Methods Survey can help you customize training programs and target improvement strategies that will make a meaningful impact on student learning.



Logistics

- Administered exclusively to faculty and staff members who serve in an instructional role.
- Conducted online via a link created specifically for your school.
- Results and professional consultation will be available within three weeks after the survey closes.



Critical Elements

- Curriculum Engagement
- Instructional Strategies
- Assessment Authenticity
- Learning Environment
- Individual & School-wide Data
- Self-reporting data (not designed as an evaluation tool)

Pricing

The cost of this survey is intentionally priced to encourage annual use. The CIALE Methods Survey is priced at \$600. No discounts are available for this survey.





Parent & Employee Survey (PES)

About This Survey

The PES will help school leadership better understand their true areas of strength and challenge in the school based on the attitudes and opinions of the survey participants broken down within the academic divisions of the school. (i.e., Elem, MS, HS).

This survey is most often used for:

- Accreditation Review
- Initiative and Tuition Setting
- Monitoring Mission Success

A majority of the questions use a 5-point Likert Scale (1 being low, 5 being high). All data is collected online, via a secure server and all responses are guaranteed confidential. This survey remains open for two weeks. 3 reminders are emailed during this period to non-participants. Most schools choose to have this survey conducted every year, understanding that comparative data are most effective on this type of survey when collected each year.

Participants

Parents/Guardians & Employees. The school provides us the names and email addresses of the participants and we manage the distribution and reminders.

Questions & Data Analysis

This survey ask for responses in the following domains: *Philosophy & Mission, Governance & Leadership, Reputation & Atmosphere, Personnel, Student Services & Care, Development of Students., Parent Enrollment Factors, and Staff Working Conditions.*

There are three open-ended questions and a *Net Promoter Score® question. *The Net Promoter Score® is a single question score that measures the willingness of participants to recommend your school to others and gauges a participant's overall satisfaction with and loyalty to your school.*

Once the survey is closed, we will process and analyze the data in order to provide you with an understandable and useable report. The data collected and analysis performed will help leaders expedite & facilitate the decision-making process. **One of the most significant results of conducting a professional survey is that schools are communicating to parents that they seek excellence and want to solicit objective feedback.**



Parent & Employee Survey (PES) pg 2

Pricing

The cost for this survey including set up typically ranges between \$1000-\$2000, based on number of divisions in the school that will be surveyed (i.e., Elem, MS, HS) and any qualifying discounts that are applied for International mission-based schools, and returning or multiple survey schools. The school is not invoiced until the survey report is delivered.

Customizations

Minor wording adjustments to reflect your setting (i.e., Superintendent rather than HOS, Performing Arts rather than Fine Arts, etc.) are permitted at no additional cost. Custom questions may be added at \$50 per question and must be submitted before the survey design phase begins.

The Look and Feel of the Survey

The school colors and logo will be incorporated into the survey. Once distributed, the survey can be completed online via computer, tablet, or another mobile device.

Follow-Up

The survey report is typically delivered via email within 21 days after the conclusion of the survey. A one-hour video/phone consultation of the survey report is provided at a mutually agreed upon time after the report is delivered (no additional charge). The report will provide an overall summary of strengths & concerns, ratings and comparisons of all variable groupings, ratings of all detailed items, and open-ended responses segmented by group. The detailed survey report is made available in PDF form.

Committed to School Growth & Excellence

Schools large and small use us on an annual basis to keep track of parent and employee satisfaction across a variety of domains. Our surveys help schools meet, maintain, and exceed many accreditation requirements and are normed against data from dozens of school clients. Our surveys are meant to provide objectivity of data, clarity of issues, and unity of purpose. Our team has years of experience serving in private schools in a variety of roles. We are committed to integrity, accuracy, and confidentiality. We will work with you to make your survey as effective as possible for your needs.

Dr. Toby A. Travis

Coaching, Assessments, Consultation, & Training Fee Schedule*

OPTION 1: Fee Schedule		*All fees are USD.
Leadership Team Adjunct (up to 6 hours per month support via phone, video, email) for 12 months.		\$11,000.00
Policy and Procedure Documentation Review (up to 14 hours)		\$2,200.00
Single Day Onsite Assessment, Training, or Consult (maximum 8 hours per day)		\$3,500 plus travel
Two-Day Onsite Assessment, Training, or Consult		\$4,500 plus travel
Consecutive Day Onsite Assessment, Training, or Consult		+\$1,000
Honorarium and Per Diem for travel days before or following onsite visits		\$500 per day
OPTION 2: Christian School Monthly Retainer		
This option includes:	<ul style="list-style-type: none"> Underwriting provided by Ripe For Harvest World Outreach. Up to two (2) two-day onsite visits within a 12 month period (e.g. site assessment, training, consulting, coaching, leadership retreats, etc.) Phone/Zoom access for consults, coaching, and/or document review of up to 4 hours per month with email/text support 	\$875/per month plus travel-related expenses (12 month min.)
OPTION 3: Executive Coaching Cycle		
<ul style="list-style-type: none"> Seven (7) personalized coaching sessions Via video conferencing Up to 45-minutes each session This option is only available to those who have completed the onsite TrustED training and the TrustED 360 assessment. 		\$1,200

Payment Options

Direct Bank Deposit / Bill.com / Zelle

USA Schools: TrustED Services Qualify for Title II Funding.



Guarantee: If not completely satisfied with the quality and delivery of services provided by Dr. Travis, a refund equal to 100% of the consulting/training fees will be issued. Guaranteed!

TrustED®

10 Reasons Why Your School Should Experience TrustED® with Dr. Toby A. Travis... From Those Who Have!

1. Energy & Engagement:

*"Dr. Toby Travis was truly exceptional! His level of **energy** and **engagement** was excellent. He left us all wanting to be better and to be more for our school community."*

**- Jose Oyanguren, Headmaster,
St. Augustine Preparatory School, Managua, Nicaragua**

2. Excellent & Clear Implementation:

*"The TrustED® Training sessions were **excellent**. Participants left with **clear** ideas to implement on Monday morning."*

**- David Wilcox, Assistant Vice President,
Association of Christian Schools International**

3. Providing Necessary Tools:

*"The TrustED® Training with Dr. Travis provides school leaders with the **tools necessary to build trust** in the most turbulent or divisive organizations. Without trust, progress and success is severely crippled."*

- Dr. Donetrus Hill, Chief of Curriculum & Instruction and Professional Development, Dayton Public School District, OH

4. A Gift for Motivating Others:

*"We thoroughly enjoyed Toby Travis! His visit came at a timely moment in the life of our school. He has a **gift for motivating others** and we are truly thankful!"*

- Glen Swarthout, General Director, Lincoln School, Jalisco, Mexico

5. Diagnostics to Navigate the Complex:

*"It has been a sincere pleasure having Toby Travis as a colleague and advisor. Toby has the experience, energy and professionalism to: engage educators, **provide immediate diagnostics** to issues and **navigate complex systems** to produce results for success."*

- Anthony Vandarakis, International Program Coordinator, NYC Charter Schools

6. Energy & Enthusiasm:

*"I would like to share the work of Dr. Travis with many districts. His **energy and enthusiasm** was inspirational. He 'Rocked It'!"*

- Deborah Smith, Ed.D., Principal, JFK Elementary, East Islip School District, NY

7. Consummate Professional & Meaningful Results:

*"Toby Travis has proven to be a **consummate professional**. He is especially adept at identifying areas for improvement, researching options, and working together with a school's leadership team to develop and implement change strategies, which produce measurable and **meaningful results**. The training Toby provides is of the very highest caliber."*

**- Dr. David A. Wells, Executive & Managing Consultant,
GLOBAL School Consulting Group, Quito, Ecuador**

8. Effective Strategies:

*"Attending the TrustED® Training was a blessing and also highly self-convicting. Grateful for the exposure to **effective strategies** for creating a highly trusted environment in our school."*

**- Ianka Vilanova, Principal, Christian Community School,
Santo Domingo, Dominican Republic**

9. Guided Reflection, Dreaming, & Motivating Change:

*"As a school leader, the training provided a **guided space for reflection, dreaming, and motivating change**. Dr. Travis restored my view of myself as a leader engaged in continuous school improvement. I especially appreciated the mix of information, videos, and meaningful learning activities."*

- Cheryl Hopper, Principal, Edgemont Montessori, Montclair, NJ

10. Practical Strategies:

*"Dr. Toby Travis is dynamic, humorous, and clearly experienced. His TrustED™ Training provides **practical strategies** that can be implemented tomorrow. I know I will be returning to my notes for reflection frequently."*

**- David Newdeck, Asst. Principal, Holicong Middle
School, Doylestown, PA**

GLOBAL EDITION JUNE 2024

K12 Digest

www.k12digest.com

PROMINENT INTERNATIONAL SCHOOLS IN THE CARIBBEAN 2024

International School of Port of Spain

FEATURING INSIDE

Dr. L. L. Lewis
National Director of Governance,
Curriculum, and Student
Schools

Dr. Carl Grant Mathis
Superintendent
Charlotte-Mecklenburg Schools

Dr. Lighningelis Brady
Superintendent
National Capital Region District

Michael E. Spencer
CEO
Global Education Strategies

Dr. L. Robert Surman
Chief Operating Officer,
Young Schools of Western
Pennsylvania Charter School

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Pataya

MEET THE WATCH INTERNATIONAL SCHOOL IN EUROPE 2024

Ecole Internationale de Genève
International School
of Geneva

International Shuring
School Madeira
Oeiras International School

DR. TOBY A. TRAVIS
HEAD OF SCHOOL, HOUGHTON ACADEMY

THE ROLE OF EXECUTIVE COACHING IN ENHANCING
LEADERSHIP SKILLS IN K-12 EDUCATION

DR. TOBY A. TRAVIS

*If TrustED® with Dr. Travis does not meet or exceed your expectations, you will be refunded his speaking, training, or consulting fees! **100% Guarantee!***

