

Live Discussion

From Crisis to Catalyst

**Turning Coaching Cuts into
Leadership Opportunities**



About Education Elements

We partner with K-12 organizations to solve complex challenges, drive lasting change, and meet the unique needs of the students you serve.

What we bring:

- **National presence** with deep expertise across diverse school systems.
- **Experienced educators** onsite working directly with district leaders and staff.
- **True partnership** in change, walking alongside you from development to implementation.
- **Proven results** year over year, driving measurable improvements in student outcomes, instructional quality, and leadership capacity.

*We've met the
unique needs of:*



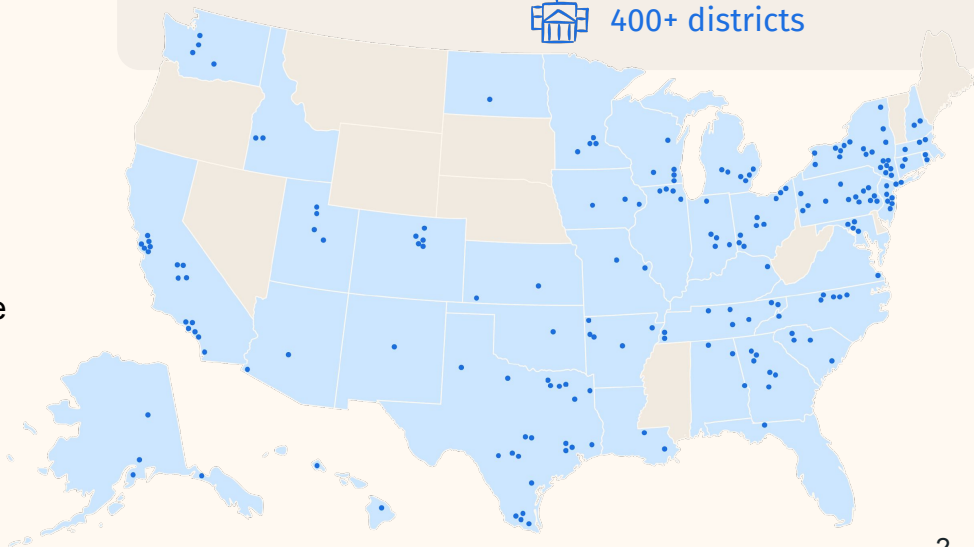
500+ million students



5,700+ schools



400+ districts



Today's Host

Former high school teacher turned educational strategist

Passionate about inclusive leadership and high-impact K-12 solutions

Expert in building products and services that support educators and leaders



Dr. Leila Nuland

**Senior Vice President and General Manager
Education Elements**

Our Expert Panelists



Dr. Sean W. Bulson

Superintendent, Harford County Public Schools

Maryland Superintendent of the Year 2024 & 2025

AASA Family Engagement Changemaker Award
recipient



Rindy Ward

*Director of Learning Services,
Yuma Elementary School District*

30 years in education, 15 as Director of Learning Services &
Expert in teacher efficacy, efficiency, and resiliency

Check In

What one or two words would you use to describe instructional supports in your system right now?

The Challenge We're All Facing

Budget cuts are hitting coaching programs hard:



67% of districts report reduced professional development budgets



External coaching contracts are often the first to be cut



Traditional support systems are becoming unsustainable



Leaders are scrambling to maintain instructional quality with less

How Most Districts React

The Result: Stagnant growth, overwhelmed leaders, and missed opportunities

The Survival Mindset:

- Cut programs across the board
- Reduce professional development offerings
- Eliminate coaching positions
- Hope to "weather the storm" until budgets return



Sound Familiar?

What Budget Cuts Actually Reveal

Every constraint exposes an opportunity:

**Untapped
expertise already
exists in your
district**

**Principals and teacher
leaders have coaching
potential waiting to
be unlocked**

**Internal capacity
building creates more
sustainable systems**

**Crisis forces
innovation that
wouldn't happen
otherwise**

Turning Constraints into Competitive Advantages

Smart districts are:

- **Identifying** hidden instructional expertise within existing teams
- **Developing** principals and teacher leaders into confident coaches
- **Building** sustainable systems that outlast budget cycles
- **Creating** stronger leadership structures from within

This isn't about doing more with less—it's about doing better with what you have.

The question isn't "How do we survive cuts?"

It's "How do we use this catalyst to build something better?"

Panel Discussion

Learning from the Leaders Who Made It Work

Discussion Questions:

1. **Sean & Rindy:** Walk us through your "aha moment" - when did you realize budget cuts could actually be an opportunity rather than just a threat?
2. **For both:** What was your process for ensuring you could continue to strive for instructional excellence despite budget shortfalls?
3. **Sean:** As a superintendent of a large system, how do you ensure a high-quality experience across all schools? How do you think about differentiating leadership and supports?
4. **Rindy:** What does your development process look like? How do you actually transform a principal or teacher leader into a confident instructional coach?
5. **For both:** What would you tell a leader who's facing budget cuts right now and thinking "this sounds great in theory, but I don't know where to start"?

The Sustainable Leadership Advantage

**Internal Beats
External because
Internal capacity
building delivers:**



Deeper institutional knowledge - your people know your context



Sustained support - not dependent on external contracts



Distributed leadership - multiple experts across the organization



Cultural alignment - coaches who understand your district's DNA



Long-term cost effectiveness - investment that compounds over time

From Crisis to Catalyst: The 4-Step Process

IDENTIFY

Map existing instructional expertise and leadership potential

DEVELOP

Create systemic coaching development pathways

DEPLOY

Strategic placement and support structures

SUSTAIN

Ongoing systems that outlast budget cycles and leadership changes

Core Four Toolkit

What You'll Get:

- A research-backed framework to shift from teacher-directed to student-driven classrooms
- 8-stage continuum with concrete "1% shifts" you can implement immediately
- Ready-to-use goal setting matrices and reflection protocols
- Practical planning templates for fall implementation

As your instructional partner, we provide ongoing coaching, implementation guidance, and proven strategies to help you empower educators and transform learning experiences in your schools.



The Core Four Toolkit will be shared out to all registrants in an email post webinar.

The K-12 Change Equation

Continue the conversation by listening to our popular podcast, The K-12 Change Equation



Scan to listen on Apple Podcasts, Spotify, and more!

Thank You.

**Your catalyst moment starts now - what's
your first step?**

