

Changing the conversation

Around leadership development



**LEADERSHIP
MATTERS**

With You, For You



“Leadership Matters has proved invaluable as a concise evidence-based approach to school leadership. It helps ensure our staff move from unconscious competence to conscious competence while sharing a common approach, understanding and language.

Cathal Lynch
Executive Head Teacher and COO

“We love Leadership Matters at Fields of Learning as it completely chimes with our focus on clarity, simplicity and impact. It is now our one-stop shop for CPD materials for our leadership development programme.”

Kat Rhodes
Director of Teaching School

“Leadership Matters reaches the parts other leadership resources can't reach. Rather than a formulaic programme that revisits common leadership themes, LM allows a school to provide a one-stop shop for leaders at any stage of their journey ... great value for money”

Jy Taylor
Head Teacher

“The focused, relevant and connected tools on the Leadership Matters website, along with Andy Buck's publications and staff INSET, made it easy for us to decide that all of our leaders, in all of our academies, must have access to these resources”

John Kane
Head Teacher

Leadership Matters is a movement created to change the way in which schools engage with leadership development.

Through a series of online tools and bespoke content, school leaders can create a shared leadership language that yields effective and positive outcomes for an entire school community.

This brochure will guide you through an overview of these.





LM PERSONA: Leadership personality tool

By asking just 20 questions, LM Persona creates your own bespoke personality report. Based on a Jungian analysis of personality, the tool will help you understand your natural strengths, ways of working and potential areas for growth. At Leadership Matters, we believe that great leadership starts with individuals knowing themselves well. LM Persona can help all school leaders have a greater insight into their leadership predispositions and empower them to adapt and change, becoming even more effective leaders.

Are you an introvert or extrovert; do you follow your head or your heart?



LM360: 360 peer review

Complete your self-evaluation, then gain insight on how others perceive you. LM 360 is a fully-automated peer review system that allows you to gain valuable insight into your own leadership qualities as well as the perceptions that others have of you. After completing the 40 question personal reflection, you will have the opportunity to invite colleagues, peers, or managers to complete the same 40 questions about you.

After completion, you will be sent an exhaustive 360 report to support your personal and team development.





LMSURVEY:

Create a survey

LM Survey gives you the chance to gauge the thoughts of a particular audience within your learning community. Receiving this feedback can be a powerful way to understand your leadership from other people's point of view and to elucidate facets you may have missed. This bespoke tool gives you the opportunity to measure the temperature of feelings from your staff, your parents, and even your pupils.

You can then start to build your own roadmap to improving outcomes through exceptional leadership.

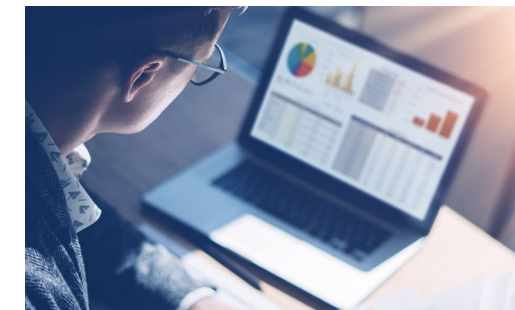


LMSTYLE:

Your Self Evaluation

LM Style is a fully comprehensive peer review system that allows you to gain valuable insight into your own leadership qualities as well as the perceptions that others have of you. The tool enables you to identify how likely you currently are to use each of Goleman's six leadership styles and, as a result, think about what you need can do to improve your leadership effectiveness.

Once completed, you will be sent an exhaustive report to support your personal and team development.





LMVIDEO:

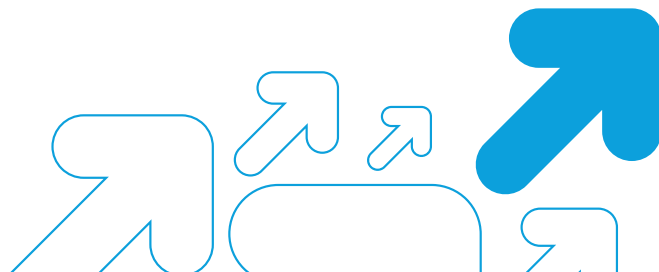
Watch and lead

leadershipmatters.org.uk/lmvideo

This unique online library of over **40 videos** features Andy Buck talking about the leadership models and practical ideas that underpin his best-selling book Leadership Matters. Each video links to a specific topic from the Leadership Matters book and fits exactly with the structure of the Leadership Matters Reflective Journal.

Some of the most popular topics within our Leadership Community are:

- Topic 2: **Discretionary Effort**
- Topic 4: **Leadership Matters Resources**
- Topic 11: **Performance and Predisposition**
- Topic 30: **Incremental Coaching**
- Topic 32: **Difficult Conversations**
- Topic 34: **Managing Change**



LMPRESENT:

Want to run your own leadership training?

For each LM topic we have developed bespoke PowerPoint presentations that you can download and use to create your own sessions in-house. Designed to save you valuable time and to give you maximum flexibility, all the presentations can be edited to suit your context. You can add and delete your own content and copy into your own branded PPT template. Within each training pack there is a slide that suggests where we think you may want to use the LM Video for that topic.



LMTEMPLATE:

Easy-to-use downloadable documents

This tool offers easy-to-use downloadable documents that you can use to support your work. From a planning template that supports you in managing change through to an audit tool that can help governing boards identify skills gaps, there is a range of resources available to download for each of the LM topics. Each document can be edited to suit your context and can be easily imported into your own branded materials.



LMBOOKS:

As a member of Leadership Matters you will be able to purchase a number of popular Schools Leadership Books at 50% off the recommended retail price. If you are a fully subscribed MAT, enjoy a further discounted price of £3 per book + postage.

Simply call our office on 020 8221 9080. Books in this offer include:



LMMEET: Free conferences

Hosted around the UK by Andy Buck, these are free regional leadership development conferences held throughout the year for Leadership Matters members featuring exciting keynotes, interactive workshops and insight into latest thinking on leadership learning and development. Why not invite a colleague from another school who isn't currently a member of LM?





LMPEOPLE:

Looking for a coach, trainer or keynote presenter?

LM People gives LM members direct access to a group of great leadership professionals from within and beyond the education profession. This membership benefit involves no agency fee for us or for schools – it's just a hassle-free way to make contact with people you know you can trust to deliver a great service. If there is someone you are interested in working with, feel free to make your own arrangements directly.



LMINSIGHT:

Like to know more about the theory and background to much of the LM content in the books and video? LM Insight is a collection of key school leadership reports, research and evidence, conveniently organised into each of the 40 LM topics. These downloadable documents are all open-source and available for you to use in any way you wish within your school.



LM INITIATIVES:

World Vision sponsorships

Here at Leadership Matters, we recognise that today's children are tomorrow's future and so we understand the importance of maximising pupil outcomes, whether it be in the UK or globally.

To make a difference, where education is not easily accessible, we pledge to sponsor a child for every 100th subscription taken out with Leadership Matters.

For updates on our sponsors, look out for our Newsletters or please visit our website.

www.leadershipmatters.org.uk



Pricing & Joining Benefits

- CONTENT:**
- Access into **40 Learning Topics** which are easy to delve into, with supporting **videos and presentations** created by Andy Buck.
 - Full use of **12 Diagnostic Tools** which you can use for your school.
 - 6 Complimentary **Leadership Matters CPD Days** each year hosted by Andy Buck.
 - 50% Off a number of **School Leadership Books** with an additional discount for new members of £4 per copy.

- REVIEW:**
- Ability to **create as many user accounts as you like** under your membership, many schools have over 20 staff members signed on.
 - Leadership Matters is a community accessed in almost 10% of Schools across the UK with partner schools on every Continent.
 - A wide array of **testimonials** and referrals from all types of schools across the UK.

Should you have any questions about joining Leadership Matters why not call the team on 020 8221 9080!

1 year
Subscription

£295

Unlimited Users

24/7 Access

Great Value For
Money

“The Leadership Matters model is powerful, positive and personal... the website materials, beginning with LM Persona help establish the basis for navigating the next phase of your leadership journey. Leadership Matters can help you to become the leader you want to be.”

Simon Jackson
Head Teacher

“After using the Leadership Matters website, tools, book and journal across the Evolve Trust in the last Academic year, it has really been a game changer in providing our Executive, Senior and Middle Leadership teams with the resources and skills necessary to be an effective champion of change.”

Michael Lucas
Director of School Improvement

“LM offers practical, tried and tested wisdom for dilemmas that frequently occur in schools and where the right decision and attitude can be so important. A perfect ‘go to’ resource... excellent value for money”

Kate Reynolds
Head of School

“Leadership Matters reflects a refreshing and coherent overview of key leadership research and methodology. The style of the resources is open and reflective allowing them to be used in a range of ways. A fantastic contribution to school leadership.”

David Priestley
Executive Head Teacher





JOIN THE MOVEMENT AT

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To find out more about Oceanova's work, [visit www.oceanova.com](http://www.oceanova.com)