

The Leading Edge

Women in Education Conference
ONLINE

Inspiration, insight and practical strategies for women
ready to take the next step in their career.

March, 2021

May, 2021

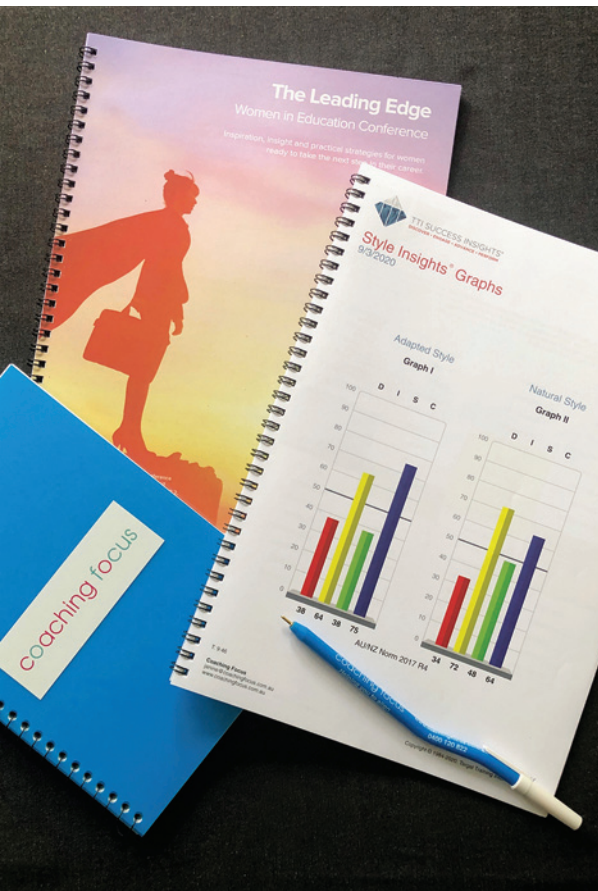
August, 2021



coaching focus

Grow your leadership skills

by observing, analyzing and building relationships with other women in education.



The conference inspired me to not only improve in my current capacity as a middle management leader, but to also think and act beyond operational matters to those more strategic. The conference has given me the confidence, tools, and actions I need to take to delve into more senior leadership roles.

Amanda Hart, Head of Geography, Brisbane Grammar School, QLD



Know yourself

Design and project a strong personal brand; discover your Communication and Behavioural Style from your personalized DISC and Driving Forces double science behavioural profile report.

Effective leadership

Learn how to shine in your areas of strength and exceed expectations; grow in leading from the middle by building trust and relationships; hear how female senior leaders & principals unlocked career barriers.

Career strategy

Identify the missing 33% in your CV; understand the recruitment process; and define key elements of a strong application; analyse and observe techniques in a mock interview and take part in a professional industry networking opportunity.

As a middle leader, this conference is a must to learn about yourself. Having the opportunity to complete the DISC analysis and understand how it applies in your work is something every educator should complete. Hearing from experts such as Janine Stratford, and Fiona Hutton, is worth its weight in gold.

Sandra Tiepermann, Head of Middle School Girls, Haileybury, VIC

What people are saying about

The Leading Edge

Janine Stratford has delivered an immensely useful and insightful program, that covered everything an aspiring woman needs to know to step forward into an educational leadership role. The expertise and calibre of the presenters was instrumental in providing delegates an edge when applying and interviewing for leadership positions, or an expanded toolbox for those already in leadership.

Joanne Hilliard, Teacher, Kilbreda College Mentone, VIC

The highly focused sessions allow participants to understand their leadership style based on the DISC analysis and then utilise this in their current and future leadership.

*Jayne Taylor, Team Leader,
Evans Bay Intermediate School, NZ*

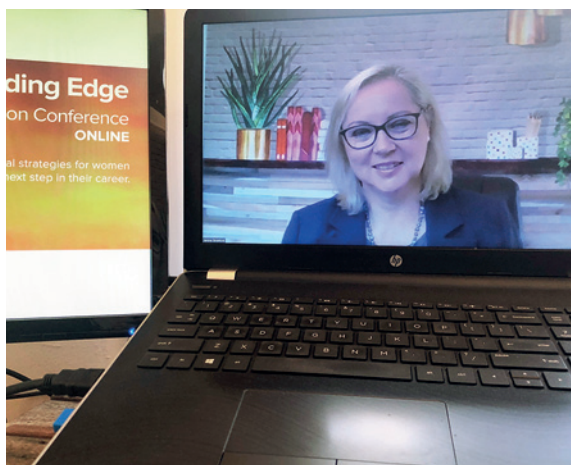
Practical ways to build your leadership brand in an authentic way, preparing you for your future in educational leadership.

*Tara McCarthy, Leader of Teaching,
Learning & Intervention,
Kildare Catholic College, Wagga, NSW*



From the moment we logged in and met Janine Stratford, there was ample opportunity for self-growth, self-reflection, and forward planning. The DISC analysis was extremely accurate and gave a lot of food for thought regarding setting goals for further development both professionally and personally.

Carmela D'Amato, Deputy Principal – Learning & Teaching Leader, St Matthew's Primary School, VIC



Janine Stratford

Convenor & Feature Presenter

BSc. GEd, GAdHlth&Wlfar, MEd (Ed Management)



Janine Stratford is the owner and founder of Coaching Focus, the company developing leaders in schools to be role models for those around them. She designed The Leading Edge: Women in Education Conference, and has been delivering it, as the Feature Presenter since 2016. A former Deputy Principal, Janine is an internationally qualified Leadership Coach, facilitator and coach-trainer. She is an Associate Certified Coach (ACC) with the International Coach Federation, Master Coach Practitioner and a Certified Professional Behavioural Analyst. Janine now delivers leadership development programs across Australia.

Details & Dates

2021	March 16-21 March 2021 ONLINE	May 25-30 May 2021 ONLINE	August 17-22 August 2021 ONLINE
Session 1 Conference opens	Tuesday 16 March (AEDT) 6:30pm – 9:00pm	Tuesday 25 May (AEST) 6:30pm – 9:00pm	Tuesday 17 August (AEST) 6:30pm – 9:00pm
Session 2 Choice of date	Wednesday 17 or Thursday 18 March (AEDT) 6:30pm – 9:00pm	Wednesday 26 or Thursday 27 May (AEST) 6:30pm – 9:00pm	Wednesday 18 or Thursday 19 August (AEST) 6:30pm – 9:00pm
Session 3	Saturday 20 March (AEDT) 9:00am – 1:30pm	Saturday 29 May (AEST) 9:00am – 1:30pm	Saturday 21 August (AEST) 9:00am – 1:30pm
Session 4	Sunday 21 March (AEDT) 9:00am – 2:30pm	Sunday 30 May (AEST) 9:00am – 2:30pm	Sunday 22 August (AEST) 9:00am – 2:30pm
	Registrations close: Friday 26 February	Registrations close: Friday 7 May	Registrations close: Friday 30 July
	Book Now March 2021	Book Now May 2021	Book Now August 2021

Conference Registration Includes:

- 40 page Talent Insights Double Science DISC and Driving Forces Profile Report
- 13 Hours Professional Development mapped against AISTL standards
- Workbook, Resources and Report will be posted to you prior to the Conference

Regular Price: \$1,120 (plus GST)

Conference Package – Registration plus Private Accelerator Session:

Unpack and explore the learnings from the conference and the insights from the DISC and Driving Forces Profile Report in a one hour private and confidential coaching session. Through coaching, you will develop an action plan and your next steps to accelerate your leadership success. The coaching session will take place over video conference or telephone.

Conference Package: \$1,360 (plus GST)

Details & Dates

Bonus Sessions

Pre Conference - Network Night

This session will allow delegates to meet and network with each other before the conference starts. It is the opportunity to build relationships and connections across schools and states, further enhancing the conversations that will take place throughout the conference.

Post Conference - LinkedIn Learning Session: Lifting Your Profile on LinkedIn (1.5hours)

Throughout the conference we speak about public profile, leadership brand and the importance of a professional network, with LinkedIn being the main on-line platform for educators. In this bonus session, we will continue the motivating and empowering atmosphere generated from the conference to continue our action steps around lifting professional profiles on LinkedIn. We will look at the current profiles of delegates across the group, suggest improvements and explore strategies to improve presence and engagement to grow and strengthen your network.

Bonus Sessions	March	May	August
Pre Conference Network Night	Thursday 11 March (AEDT) 6:30pm – 8:00pm	Thursday 20 May (AEST) 6:30pm – 8:00pm	Thursday 12 August (AEST) 6:30pm – 8:00pm
Post Conference LinkedIn Learning Session	Wed 28 April (AEDT) 6:30pm – 8:00pm	Wed 16 June (AEST) 6:30pm – 8:00pm	Wed 1 September (AEST) 6:30pm – 8:00pm

Payment Details:

Payment information and details can be found at www.coachingfocus.com.au/leadingedge

Refunds will only be provided if:

- A substitute delegate is not available
- The Behavioural Profile (DISC) link has not been emailed to the delegate
- We have been notified, in writing, at least 2 weeks before the conference starts

To register, visit

coachingfocus.com.au/leadingedge

Coaching Focus would like to thank the following supporting organisations:



STRATHCONA



ABBOTSLEIGH



TARA
Anglican School for Girls



A special thank you to Fiona Hutton, Executive Search Director at Hutton Consulting, for her continued support at every conference since its inception.

The Leading Edge: Women in Education Conference Program

Session 1 - Tuesday evening prior to conference weekend

6.30pm – 9.00pm

Conference Opening

Stepping Firmly into your Future

Who are you and how do we know? What does your 'brand' say about you? You already have a brand; it's what people say about you when you are not in the room. Do you know what people are saying? Are you proud of what they are saying or is some re-branding needed? We'll explore branding for the educational leader and clarify your personal branding plan.

Leadership for an Effective Team

Leadership is about relationships. We'll explore the core of great leadership and effective teams – trust – and how to build it. We'll also examine the importance of maintaining a consistent demeanour on which your team can depend.

Session 2 - Wednesday or Thursday evening prior to conference weekend

6.30pm – 9.00pm

You can elect to attend on either Wednesday or Thursday evening depending on availability. The two sessions allow for a smaller group setting and more discussion.

The Value of Profiling

The key to relationships is healthy communication. The DISC is a powerful profiling tool, revealing your behavioural style and how you prefer to communicate. DISC also demonstrates how you can improve your communication with others. We'll discuss the profiling report, you'll see your own profile, and together we'll explore success strategies that you can immediately implement. Your profiling report also maps your key motivators. Once you understand your key drivers, you can align your goals with actions.

Profile Mapping

Using the combined profiles of delegates, we'll compare the group's Behavioural Profiles and see if patterns exist among leaders, levels and roles.

Reading Your Profile Report in your own time

Following this session, you will be sent a link to a video. The video will explain the various pages in the DISC Profile Report, what to look for and how to interpret the data. You can watch this video in your own time as you unpack your 40-page report. You are encouraged to have read your report before the conference continues on Saturday.

The Leading Edge: Women in Education Conference Program

Session 3 - Saturday

9.00am – 10.30am **Preparing for Interview: ‘Getting your Ducks in a Row’**

Going for interviews requires planning and practice. There is a format used in interviewing and a successful process for responding to questions. Together we will explore the pitfalls of interviews and discover techniques for success. We will also break down the position description ready for the Mock Interview to be held on Sunday.

15min break

10.45am – 12.00pm **The Leadership Lens: Different Perspectives**

We know that the number of female leaders in senior positions is currently well short of the number of our male counterparts. We discuss this divide and discover what aspiring women can and should be doing to rebalance the leadership landscape.

Panel Members: Senior leaders including Principals, Deputy Principals and Heads of Schools

30min break

12.30pm – 1.30pm **Development of Action Agenda**

Each delegate will have already received and read through their personalized DISC and Driving Forces Profile Report. The delegates will have the time to explore the messages in their report, looking at communication strategies, strengths, challenges and time wasters. In pairs, the delegates will then coach each other around an immediate action agenda.

Session 4 - Sunday

9.00am – 10.30am **The Missing 33%**

Senior leadership positions are not just about leading the team. There is a missing 33% of the career success equation for women and we need to fill the void. We need to be more confident, negotiate better, self-promote more and become more strategic. What does this look like and how do we address it?

Presenter: Fiona Hutton - Executive Search Director, Hutton Consulting

15min break

10.45am – 12.00pm **The Strategic Leadership Journey**

During the registration process, each delegate will be asked to provide 3 questions about the challenges of the leadership journey. These questions will be explored together and those that remain unanswered will be presented to a small panel of senior leaders.

Lunch break – 30mins break

12.30pm – 1.45pm **Mock Interview & Debrief**

An aspiring leader will be interviewed for a senior leadership position by an interview panel, watched on by the audience of conference delegates. Following the interview, we will debrief the experience together, to identify areas you need to develop further in preparation for your next interview.

15min break

2.00pm – 2.30pm **Where to from here?**

Looking back over the conference learnings, you will examine what you need to do, to strengthen your leadership profile, and identify how you are going to lead differently from tomorrow.