

Janine Stratford

Reshaping school leadership for greater clarity, focus and strategic approach.

It's about leading by influence, how you interact and bring people with you through innovation and change.



coaching focus

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Meet Janine

Trailblazing through education with a coaching compass and a sharp strategic lens, Janine Stratford is the leadership whisperer schools didn't know they needed - but now can't do without.

As the powerhouse behind Coaching Focus and one of The Educator's 2024 Most Influential Educators, she fuses clarity, courage, and coaching brilliance into every workshop, keynote, and Monday Motivation newsletter. Whether she's sharpening the strategic thinking of school leaders, empowering women in education or shaping a new generation of changemakers, Janine doesn't just develop leaders - she transforms the way they lead.

Trusted Advisor and Coach
to School Leadership

Professional Certified Coach
with the International Coach Federation

Certified Professional
Behavioural Analyst

Former Senior Leader
in Education

Conflict Management
Expert & Imposter Syndrome
Practitioner

Janine Stratford PCC

Leadership Coach | Career Strategist | Coach-Trainer

Educational Qualifications:

BSc, DipEd, GDAdHlth&Wlfar, MEd (Ed)

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Let's Start with Why

Janine's WHY is to help educators become great leaders. Leadership is a learnt skill. She wants to set educators up for success rather than pick them up when they fall.

We cannot assume a good teacher will also be a good leader. But a good teacher will be a great leader if they are given the opportunity to learn how to lead well.

We are navigating unprecedented challenges - increasing workloads, rapid policy changes, staff burnout, and the growing complexity of student needs. In this high-pressure environment, reactive leadership is no longer enough. Leaders must think strategically, plan ahead, and make intentional decisions that create lasting impact.

At the same time, career progression in education is more competitive than ever. Leaders who want to advance must not only be effective managers but also demonstrate strategic thinking and leadership vision - skills that are often overlooked in traditional leadership development.

This is a critical moment in education!

- Schools and organisations demand more strategic leadership to navigate uncertainty and drive positive change.
- Leaders need to strengthen their leadership brand to stand out and move forward in their careers.
- The pace of change is accelerating, making strategic thinking a must-have skill for future-ready leadership.
- The focus of Janine's work is helping educational leaders have clarity, purpose and direction not only for their own leadership but for how they manage their career.

It's about being more strategic in everything they do and it happens through influence, interactions and innovation.



"Janine cares. You'll find her in quiet conversation, continuing the vital connection she has made with your staff."

Presentation Theme: Influence

Owning your Leadership Brand

Your leadership brand isn't what you say it is - it's what others experience.

This keynote or workshop helps leaders clarify and own their unique leadership identity with intention. Participants explore the values, behaviours, and impact that shape their reputation, and how to align them with who they truly want to be as a leader. Through guided reflection and examples, leaders will identify the core elements of their brand and develop strategies to live and lead consistently with that brand across different contexts. The result? Greater authenticity, stronger influence, and a reputation that opens doors.

What's your Value and How Do We Know

Every leader brings unique value - but are you clear on what yours is, and are others?

This session focuses on recognising, articulating, and demonstrating your value as a leader. Participants examine how their work contributes to the bigger picture, and how to communicate that value with clarity and confidence. Leaders will reflect on their strengths, impact, and evidence of contribution - not for self-promotion, but to build credibility and inspire trust. Learn how to ensure your value is visible, relevant, and aligned with the strategic needs of your organisation.



Presentation Theme: Innovation

The Clarity Effect - Leading with Purpose and Direction

Innovation and improvement don't come from working harder - they come from leading with clarity.

This session explores The Clarity Effect, where purpose and direction become the anchors for strategic thinking, confident decision-making, and team alignment. Leaders will uncover what clarity really looks like in practice, why it's often missing, and how to regain it when the path feels murky. With a focus on cutting through complexity and creating space for forward thinking, participants will learn tools to articulate vision, focus effort, and lead with greater influence. When you're clear, you move faster - and so does your team.

Leading Change through Invitation and Impact

Change is more powerful - and more sustainable - when people feel part of it, not subject to it.

This session reframes change leadership as an act of invitation, not imposition. Educational leaders will learn how to engage others in shaping change, creating ownership and momentum from the start. We'll explore how to build coalitions of the willing, communicate the "why" with clarity, and make the impact of change visible and meaningful. With practical strategies and real-life case studies, participants will leave with a refreshed approach to leading change - one that builds connection, commitment, and results that stick.



A Speaker, Coach and former Educational Leader. Janine understands your world.



Engaging
Entertaining
Educational

Insightful
Intuitive
Intelligent

Janine creates a safe space to explore, challenge and learn.

Being a behavioural analyst, she will question, query and coach, with tact and great care.

Choose your format

- Key Note
- Presentation
- Workshop
- Full Day Program

Janine will meet your audience's needs and align to your conference theme.

What you'll get

- Interactive Learning
- A Coaching Approach
- Immediate Impact

Testimonials

“Her sessions were consistently insightful, energising and perfectly tailored to the needs of our leaders.”

Kristen Watson, Pedagogical Coach, St Joseph’s College, Echuca



“We chose Janine’s program from a number of high-quality options and were thrilled with our decision. The workshops and overall program were engaging and well-received by our staff, who developed valuable new skills.”

Peter Houlihan, Former Principal,
De La Salle College

“What I look for in a successful leadership professional learning is something that is concrete, it’s research-based, it’s not something that is just trendy now. It also needs to be practical. And your programs do that. Middle leaders could use it in their day-to-day work. The days were well-run, practical and the learning we’re actually going to use. We as a college value the leadership that you bring to your work.”

Michael Horne, Principal,
The Hamilton and Alexandra College

Janine Stratford PCC

Leadership Coach | Career Strategist | Coach-Trainer

I look forward to working
together to develop more
great leaders.

Regards, Janine



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