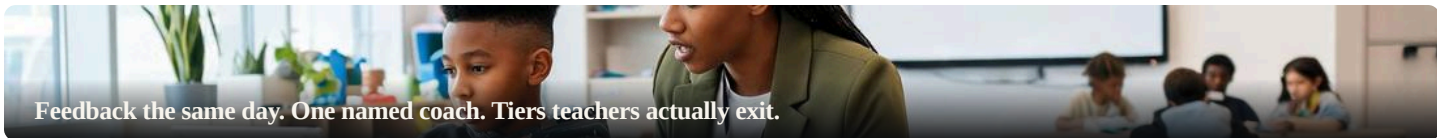


Coaching that holds.

Job-embedded instructional coaching, built around the four places the category leaks.



Feedback the same day. One named coach. Tiers teachers actually exit.

WHAT COACHING ACTUALLY RETURNS

0.49

SD · INSTRUCTION, POOLED

0.18

SD · ACHIEVEMENT, POOLED

0.10

SD · AT 100+ TEACHERS

0.12

SD · ON STATE TESTS

Kraft, Blazar & Hogan (2018), 60 causal studies. Content-specific coaching returns 0.20 SD on achievement against 0.07 SD for general pedagogy, though the authors caution the two cannot yet be separated statistically. A one-SD difference in coach effectiveness moves teacher practice 0.20–0.35 SD — roughly 40–70% of the average programme effect on practice (Blazar, McNamara & Blue 2021, 317 coaches).

✓ FIVE COMMITMENTS

- 1 Anchored to your materials**
Every cycle names a lesson in your adopted HQIM, an MCCRS standard code, and one teacher move.
- 2 Same-day feedback**
One strength, one target, one rehearsal — before the teacher leaves the building. Written summary in 48 hours.
- 3 A named coach who does not rotate**
Coach named in the contract, caseload capped, coach-level results reported to the district.
- 4 Published entry and exit criteria**
MTSS logic applied to adults, with a documented tier decision every ten instructional days.
- 5 The district keeps everything**
Rubrics, exemplars, playbook, coaching record and data exported in open format at contract close.

◇ DELIVERY MODEL

Instructional model	K–16 ITI Model — I Do / We Do / They Do / You Do, paired with Co-Pilot / Chauffeur / Carpool / Caboose AI centres
Coaching cycle	Ten instructional days · Look, Name, Model, Rehearse, Do, Measure · one written target per cycle
Instruments	Instructional Evidence Rubric (6 strands × 4 levels) · Instructional Readiness Audit (6 domains, 0–4)
Tiered system	Leadership · Tier 1 universal (28:1) · Tier 2 targeted (12:1) · Tier 3 intensive (8:1)
Feedback clocks	Same day · 48 hours · 10 days · monthly district report · quarterly Guskey L1–L5
Platform layer	AssignmentShield · Intellix Insight · Readiness Coach · Trellis — included, not upsold. On site and virtual at the same rate; the meta-analysis detected no significant difference between them.

🗣 THE COACH



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The argument: a coach who has only ever coached optimises for the conversation. One who has also had to answer for the building optimises for the file, the timeline and the audit.