

We need your Spark



bts spark 
developing education leaders

“
*We are seeking experienced principals,
head teachers, superintendents and
education directors who care passionately
about supporting the next generation of
school leaders, to step up to the challenge
and become Spark Partners.*”



“The most effective professional development I have ever had. Working with a high quality coach was extremely challenging and extremely rewarding”

Principal completing Spark coaching

“Spark is uniquely placed to offer world class leadership development to schools at not-for-profit prices.

Our coaches have worked with over 13,000 school leaders worldwide; many describe their coaching as 'life-changing'.

We have partnered with over 30 professional associations globally, plus countless departments of education, school districts, multi academy trusts and leadership institutes.

We are now looking for successful principals, head teachers and senior education leaders with a passion for leadership development and an entrepreneurial mindset to launch our coaching and workshops in new regions.

We know that 50% of school principals/head teachers feel ill prepared for their job. We want to support school leaders at all levels to build their confidence and capability to be the best they can be, in service of the students in their care.”



Rosie Connor, Global Director of Education, BTS Spark

Opening up Spark programs to new regions

We have been working to support education leaders in Australia since 2006. In 2018 our education practice was relaunched as BTS Spark – a specialist not-for-profit education practice, dedicated to providing quality leadership development and coaching for school leaders at the point of need.

BTS Spark is committed to improving the quality of professional development for school leaders – adapting BTS’ award-winning leadership development programs and making them available to school leaders. Our [coaching](#) and [workshop](#) programs currently reach over 3000 educators every year in partnership with education departments, school districts, MATs, professional associations, institutes and schools.

We find that our approach is very different to other professional development available:

- We focus on supporting leaders to shift their mindset in order to make long-term changes in their leadership practice.
- Our [curriculum](#) has pinpointed 33 mindset shifts that make a difference, and we have developed online learning and coaching tools to support each of these shifts. .
- We can flexibly offer professional development via coaching, webinar, online learning or face to face workshops, to ensure that leaders can access support when they need it most.

As we operate on a not-for-profit basis, our focus is on providing school leaders with the support they need to lead at their best. We are fortunate that we can draw from the world class expertise of our parent company, BTS - a global leadership consultancy which won 28 global learning awards last year alone.

Since we were founded, we have reached over 13,000 school leaders. For many, the experience has been profound - 98% of those we coach would recommend us to others, 99.6% report changing their leadership as a result of our coaching. We have partnered with key organisations including University College London Institute of Education, EdCan in Canada, National Institute for School Leadership in the US, Australian Secondary & Primary Principals Associations and many more.

‘But we still have a long way to go... That is why we are seeking to recruit Spark Partners to raise awareness and help more schools to access support from Spark Programs.



“My Spark program was priceless. Personally and professionally this has made a profound difference to the way I see myself and deal with others.”

Head teacher

The Spark Partner Role

The Spark Partner role offers an exceptional opportunity to improve the way in which school leaders are supported – and therefore improve the quality of education that children receive.

Spark Partners will commit 15 hours per week

- Get trained in our award-winning leadership curriculum and tools
- Reach out to schools, school networks, systems leaders and local professional associations in your region to explore how Spark can meet leadership development needs of local school leaders and encourage them to commit funds to launch Spark programs
- Raise awareness of the Spark offer amongst your own professional network.
- Support school principals/head teachers to develop a three year approach to building leadership capability in their schools
- Facilitate some Spark [workshops](#) directly in schools (if you are interested in being trained and can commit the time)
- Broker coaching programs for school leaders, partnering closely with our trained professional leadership coaches

The Spark Partner role is not a salaried role. Instead, you will earn a portion of program revenue for winning work, plus facilitation fees for any workshops you facilitate yourself. A full listing of fees will be sent to you when you are invited for interview.



“It’s been fantastic seeing our work here in the UK grow and start to fill a clear gap in the market for flexible, personalised, affordable leadership development for schools.

Coaching programs that begin with a leadership assessment have been our most popular offer; they have been taken up by individual leaders, by leadership teams within a school and by cohorts of leaders across networks of schools.

What makes Spark so different is the quality of our leadership curriculum and our cutting edge online learning platform”

Denise Barrows, Head of Education, UK
(former Spark partner)

... and how we will support you

We aim to offer you the support you need to do a great job... and the flexibility and freedom to make this role your own and to build a thriving education practice that meets local needs.

We can offer you:

- Extensive training across our leadership and coaching curriculum, as well as facilitation training (if appropriate).
- Regular support and guidance from your local Head of Education in your region.
- The opportunity to be part of a global team of education leaders who are passionate about supporting the next generation of school leaders.
- Program management support and assistance from your local Program Manager.
- Access to our global support staff as needed to assist with learning design, publishing, coach training and IT.
- Professional website, marketing materials and brochures.
- Access to our suite of program designs which have been well received by school leaders.
- Access to our state-of-the-art online learning platform.
- Funds to cover travel expenses and a modest local marketing budget.
- The flexibility to work from home

We suggest that this role may suit someone looking for part-time, flexible work that offers a lot of scope for using your initiative to 'build a business' which challenges the way leadership development is currently delivered in schools. You may be nearing retirement but looking for a challenge or you may be seeking a stimulating job that can fit with your childcare responsibilities, for example.



What we're looking for in Spark Partners... could this be you?

An entrepreneurial mindset

You enjoy a challenge and relish the opportunity to effectively build your own business, bringing Spark programs to your local school leaders. You probably already have a track record of developing new initiatives and leading change.

A passion for leadership development

You have had a long-standing interest in building leadership capability. You may have been involved in coaching, mentoring or facilitating professional development programs – in your school, your school network or in partnership with your local university or professional association.

A self-aware leader

We believe strongly in practising what we preach! You will have built your own skills and capabilities as a leader over the years and be able to articulate the journey you've been on.

A self-starter

You don't need a strong level of direction or a team behind you and you enjoy working independently.

An ability to win business

You are an effective communicator and are comfortable with reaching out to schools and education colleagues, following up with them if they don't come back to you, and encouraging them to commit to piloting programs (rather than prevaricating!).

A strong network of contacts with local schools

You have had a successful career as a school principal/ head teacher (or an education director/ superintendent/ MAT chief executive), you are well respected among peers and have developed a strong network of contacts beyond your school. You will probably have been active in your local professional association, school network or department of education.

Flexibility and a positive attitude

The Spark Partner role will call on you to be flexible, adaptable and able to take a mature approach to handling any difficulties encountered along the way.



“Becoming a Spark Partner has been a wonderful opportunity to give back to my profession of education leadership. Working with the next generation of school leaders is a chance to help create a different set of mindsets that matter most for successful schools.”

James Bailey, Spark Partner US

Are we the right match for you?

We believe that the Spark Partner role is a once-in-a-lifetime opportunity to pioneer a new approach to supporting school leaders to be their best. But it's not the right role for everyone!

This may not be the right job for you if...

- **You need income right now.** We anticipate that your first few months will see you busy in conversations with local education leaders. You may not secure any program income during these months and then it could be a slow build. These are the risks of being an entrepreneur. You will need an alternative source of income (pension, partner's salary etc) in the meantime.
- **You thrive on working in a team every day.** If you are the kind of person who loves daily contact with work colleagues, you may find this role too isolated. You need to be comfortable with working alone, probably from your home office, having conversations with local schools and potential clients, and reaching out to other Spark partners and your local Head of Education for support as needed.
- **You loathe the sales process.** We can't have an impact if you don't land programs and win work. Many of us in Spark don't see ourselves as salespeople, we believe that our role is to build leadership capability in schools. But there is no doubt that we need to use sales skills to work with schools to find solutions that meet their needs and then encourage them to bite the bullet and invest in a Spark program. You will find yourself needing to reach out to new contacts, chase up people you've had conversations with and convert their interest into action.
- **You believe that only education professionals can support education leaders.** We believe that the quality of our coaches is fundamental to the success of our programs. We hold the highest standards for coaches - new coaches must have already undergone extensive coaching training and accumulated hundreds of hours of professional coaching experience. Very few education professionals meet these criteria. So we use the same coaches on our corporate programs and on our Spark programs and brief them to understand the education context. The strong positive feedback from our programs supports this approach; 98% of our participants would recommend Spark to others.
- **You are still working in a full-on principalship role.** Most principals already work long hours to keep up with the day-to-day running of their schools and support their staff and students. Yet the Spark Partner role will require you to make phone calls, give presentations and hold meetings with potential clients during the working day.
- **You can't commit for the long term.** Our content is complex and takes months of training and induction. It will then take time for you to reach out to your contacts and build interest in Spark programs. If your time-frame is 6-12 months then you will be frustrated. We are looking for people to commit to partnering with us for at least 2 years.



“Having joined BTS Spark recently, it has really exceeded my expectations. Being part of a global team whilst having the autonomy to understand local needs and educational context is hugely valuable. It feels great to be working with other parts of the world to support leadership development in education.”

Amelia Gabriel,
Spark Program Manager, UK



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