Principal Leadership
Focus on Teacher Success and Student Achievement

As a principal, you set the direction for what happens in your school. Explore ASCD’s research-based and field-tested tools and strategies—improving school culture, building strong relationships, enhancing ways of sharing and receiving feedback, and embracing student voice—that will move you closer to achieving your goal of transforming your school into a place where everyone thrives.

Let ASCD support you all the way to successful leadership!

NEW!
Coherent School Leadership: Forging Clarity from Complexity
Michael Fullan and Lyle Kirtman
Coherent School Leadership will show you how to combine the components of Michael Fullan’s Coherence Framework with Lyle Kirtman’s 7 Competencies for Highly Effective Leaders to drive coherence—the shared depth of understanding about the nature of the work and how it impacts the results desired for student achievement—to change the culture in schools from reactive to proactive.

(ASCD Premium Member book, August 2019) 6" x 9", 128 pages

Format | List Price | Member Price
Print | $26.95 | $21.56
E-Book | $25.99 | $20.56
Stock # | 118040550
ISBN | 978-1-4166-2790-6

Becoming a Globally Competent School Leader
Ariel Tichnor-Wagner
In this follow-up to ASCD’s Becoming a Globally Competent Teacher, school leaders will learn how to develop crucial skills for designing and scaling relevant global learning experiences for both students and teachers. Becoming a Globally Competent School Leader details how school leaders can implement change by aligning aspirational initiatives to existing ones, generating will across school stakeholders, wrangling resources, and creating capacity.

(ASCD book, 2019) 7" x 9", 175 pages

Format | List Price | Member Price
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Stock # | 119011550
ISBN | 978-1-4166-2850-7
Conversations between administrators and teachers take place every day, but what can we do to elevate them so that they lead to better professional relationships and improved learning for students? **C.R.A.F.T. Conversations for Teacher Growth** offers the answer, demonstrating how exchanges that are clear, realistic, appropriate, flexible, and timely can be transformational. (ASCD book, 2019) 6" x 9", 164 pages

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Print | $29.95 | $23.96
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For co-performance of leadership among teacher leaders and principals to be effective, they must learn to lead in sync. Jill Harrison Berg offers real-world examples of teachers and principals co-performing leadership to improve student success and dozens of strategies, tools, and templates to facilitate leading in sync. (ASCD book, 2018) 7" x 10", 192 pages

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Teaching is a craft, and great teachers must be treated as the artisans they are. It's the intensive collaboration among teachers that helps them develop the broad range of skills they need to become true artisans who know how to help every student achieve. Kenneth Baum and David Kruwich work from this underlying premise and show how all schools can develop conditions that allow true artisanship to flourish. (ASCD book, 2018) 6" x 9", 140 pages

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Print | $25.95 | $20.76
E-Book | $24.99 | $19.76

Stock # 116041S50

This book equips you with a formative walkthrough approach that results in a collegial conversation about what students are learning rather than right/wrong judgments of teacher actions. (ASCD Premium and Select Member book, Featured Selection, January 2015) 7" x 9", 230 pages

**Format** | **List Price** | **Member Price**
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Print | $31.95 | $25.56
E-Book | $30.99 | $24.56

Stock # 115003S50

This book explains why and how schools and districts involve teachers in walkthroughs focused on student learning without being overly judgmental of teachers. Discover how your learning community can create an environment of trust, give teachers a voice in walkthrough protocols, and open classrooms to observe, share ideas, discuss issues, and improve teaching. (ASCD Premium, Select, and Institutional Plus Member book, July 2013) 7" x 9", 172 pages

**Format** | **List Price** | **Member Price**
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Print | $28.95 | $23.16
E-Book | $27.99 | $22.16

Stock # 113024S50
ISBN 978-1-4166-1549-1

Daniel R. Venables draws on his extensive experience helping schools and districts implement effective professional learning communities (PLCs) to explore this crucial but often-overlooked need. Taking a two-pronged approach to PLC facilitation, Venables offers targeted guidance both for leading the people in teacher teams and for facilitating their work. (ASCD Premium Member book, December 2017) 7" x 9", 165 pages

**Format** | **List Price** | **Member Price**
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Print | $29.95 | $23.96
E-Book | $28.99 | $22.96

Stock # 117004S50
ISBN 978-1-4166-2521-6
Culture, Class, and Race: Constructive Conversations That Unite and Energize Your School and Community

Brenda CampbellJones, Shannon Keeny, and Franklin CampbellJones

Advancing equity in our schools and society requires deep thought and honest conversations about tough topics. The authors, experts in research and equitable practices, lay out a meaningful framework for thinking about, preparing for, and having crucial conversations about the emotionally charged topics of class, race, and culture in order for educators to learn together in ways that strengthen and invigorate the school and community. As you explore the information and activities in this book, you and your colleagues will examine biases and begin to build equitable experiences for all students.

The Coach Approach to School Leadership: Leading Teachers to Higher Levels of Effectiveness

Jessica Johnson, Shira Leibowitz, and Kathy Perret

This book addresses a dilemma you face as a principal: how to function as a learning leader while fulfilling your evaluative and management duties. The answer? Incorporate instructional coaching techniques as an integral part of serious school improvement.

Design Thinking for School Leaders: Five Roles and Mindsets That Ignite Positive Change

Alyssa Gallagher and Kami Thordarson

Explore the changing landscape of leadership and practical ways to reframe the role of school leader using Design Thinking, one step at a time. Leaders can shift from “accidental designers” to “design-inspired leaders,” and learn how viewing the world through a more empathetic lens can raise their awareness of the uniqueness of their teachers and students, prompting them to question the ways in which they experience their school.

100+ Ways to Recognize and Reward Your School Staff

Emily E. Houck

When you’re in a leadership position and can’t control paychecks, what can you do to increase morale and lower staff turnover? Get this book and use the many practical ideas for motivating educators and creating a more positive work climate in schools. If you’re a principal, district administrator, department head, manager, or someone heading up a school-based workgroup, don’t settle for generic advice when you can get this education-specific book.
Embrace Student Voice as Part of Your School Improvement Efforts

Fostering Student Voice Quick Reference Guide
Russell Quaglia and Kristine Fox

This quick reference guide, based on years of research and work in schools, addresses the process for fostering authentic student voice in the classroom and engaging students in finding their voice and purpose.

(ASCD Quick Reference Guide, 2018) 8 1/2" x 11", 3-hole punched, 3 laminated panels, 6 pages

Quantity | List Price | Member Price
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Single Copy | $12.95 | $9.95
Pack of 25 | $289.95 | $219.95

Stock # QRG119034PS50

Perfect for PreK-2 Students!

Cay and Adlee Find Their Voice
Cali Quaglia and Russ Quaglia; Illustrated by Daniel Minter and Donald Ely

The world is a noisy place. It’s full of voices, but what are they all for? How are they different, and how do people use their voices to be heard? Two young birds, Cay and Adlee, are going on an adventure to find out! Follow along as they explore, listen, learn, and meet new friends who use their unique voices to express themselves. We all have an important voice. What kind of voice do you have?

(ASCD book, 2017) 8" x 10", 48 pages

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Print | $15.95 | $12.76

Stock # 117080550
ISBN 978-1-4166-2505-6

Ask Them Video Series

Based on the popular keynote speech by educator, author, and speaker Myron Dueck, Ask Them is a fun and fast-paced three-episode documentary series that explores how asking students for their input radically transforms both student learning and the dynamic between teacher and student in amazing ways. The series episodes are

- The Power of Asking Questions
- There’s No Such Thing as Average
- What We Need to Ask Students and How We Do It

streaming.ascd.org