



ASCEND

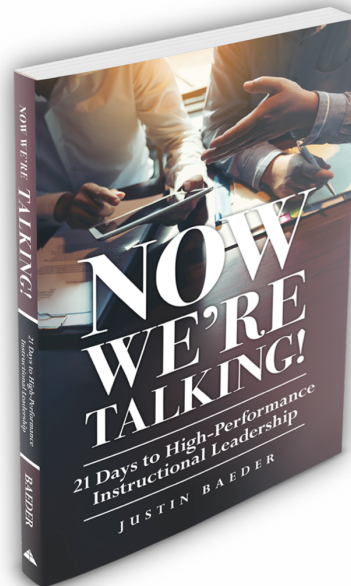
LANDING YOUR NEXT-LEVEL
INSTRUCTIONAL LEADERSHIP ROLE

WITH JUSTIN BAEDER, PhD.



THE PRINCIPAL CENTER

Welcome!



AS FEATURED BY



EDUCATION WEEK

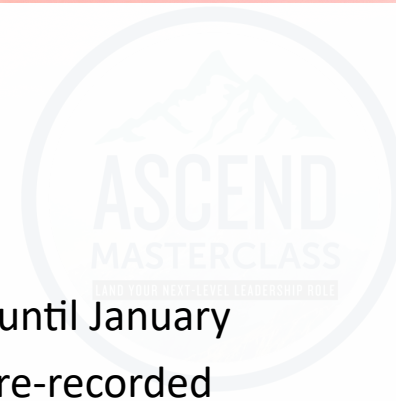
Principal



Our Focus



In this webinar, you'll discover
your **5-stage path to victory** in the
2021 job search, so you can have the
impact on student learning you're
called to have.



What We'll Explore

- Why top candidates are preparing for hiring season now—NOT waiting until January
- My "*3 levels of energy*" prep technique for standing out in virtual and pre-recorded screening interviews
- How to get your references in your corner NOW, so they aren't shocked when they start getting calls about you (get this right and they'll even start networking for you)
- How to get more interviews when you're an external candidate with less experience than everyone else (yes, even in a pandemic)

...plus, I'll be giving away copies of the new Ascend Leadership Journal, which helps my clients discover their superpowers and document the experience they're gaining right now



 THE PRINCIPAL CENTER



The Ascend Trail Map

Your 5-Stage Path to Victory in the 2021 Job Search





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NEXT-LEVEL INSTRUCTIONAL LEADERSHIP

DISCOVER
YOUR LEADERSHIP
SUPERPOWERS

RECRUIT
YOUR REFERENCES

CRAFT
YOUR APPLICATION
ARGUMENT

TRAIN
FOR INTERVIEW DAY

RACE
TO THE FINISH LINE

The Wrong Way To Prepare

“Oh, a job opening?
I guess I’ll apply!”



The Wrong Way To Prepare

“An interview
tomorrow? I guess I’d
better practice!”



The Wrong Way To Prepare

To prepare
at the last minute
is to **fail** to prepare.



Promise Yourself

**“I will be prepared for the
2021 hiring season.”**





Let's Work Backward

If you want 2 or more job offers...

You'll need to be a finalist at least twice...

Which means passing multiple screening interviews...

Which means *getting* enough interviews...

Which means applying for enough jobs.

What does “success” look like at each stage?



The Ideal Success Ratio

20%

If you move on to the next stage in the hiring process
 $1/5^{\text{th}}$ of the time, you're doing just fine.

The Numbers Game

Landing your next-level instructional leadership role is **not** like finding the love of your life.





The Numbers Game

- 25 applications
- 5 first-round interviews
- 1 second-round interview

*With a 20% success rate at each stage,
how can I get two offers?*



Working Backward

5. Race to the finish line
4. Train for interview day
3. Craft your application argument
2. Recruit your references
1. Discover your leadership superpowers



5. Race To The Finish Line

Persisting until you reach your goal



What NOT To Expect

- First job you apply for
- Interview 100% of the time
- Useful feedback from interview team
- Details on why you didn't get the job

Why Didn't I Get The Job?



Someone else did.



What TO Expect

- A long process
- With very little feedback
- And many setbacks
- That will require great persistence

What To Remember



You can do this.

The Achievement Equation



Achievement = Assets x Actions



Assets & Actions

- What *actions* can I take now to improve my *assets*?
- What assets will make the biggest difference in my search?
- What assets can I *improve* in the next few months?
 - Network
 - Reputation
 - Résumé
 - Cover letter
 - Recommendation letters
 - Interview skills



Long-Term vs. Short-Term Assets

- Long-term building of assets determines your *qualifications*
- Short-term improvement of assets determines your *competitiveness*

Ask Yourself



Am I qualified?

If so, go ahead and apply.

Am I competitive?

If not, take action to improve your assets.



4. Train for Interview Day

How to get dramatically better, faster

Think Like An Athlete



How Much Is Enough Interview Practice?



Most people practice enough to
make themselves *feel* better, but
not enough to *perform* better.



4 Stages of Prep

No practice:  Unprepared

A little practice:  Calm

A little more:  Robotic

Enough practice:  Ready!



Practice On Video

“Wanted to thank you for your amazing resources! I recently utilized your interview tips and practice questions. Watching myself was BRUTAL, but it made me very aware the importance of me to be myself. I applied as an internal candidate for an Assistant Principal position... This past week I was offered the position. Thank you again!”

—Erin, AP



How To Practice

- Use the 52 Practice Interview Questions: PrincipalCenter.com/52q
- Write out bullet-point answers
- Practice on video (3-5 minute answers)
- Watch the video, then delete
- Repeat

Stories



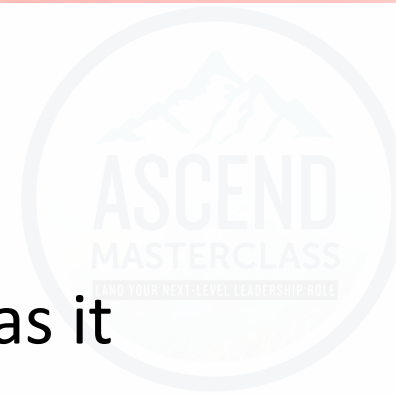
Every answer is more compelling with a story.

You only need about 10 good stories to fit any interview question.



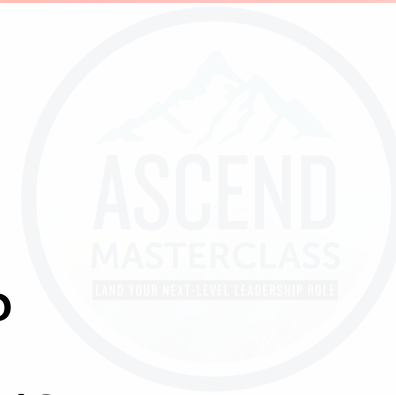
Where Can I Find My Stories?

- Difficult situations
- Mistakes & Conflicts
- Committees & Projects
- Professional Development
- Moments of gratitude or high emotion



How To Practice Telling Interview Stories

- Tell the story out loud to yourself—as long as it takes
- Brainstorm the leadership attributes it illustrates
- Find the key emotions
- Notice any distracting details, and retell without them
- Practice retelling in ~1 minute



Story Structure: STAR

- Situation—what was the context and issue?
- Tension—what concerns had to be balanced?
- Action—what did you do?
- Realization—what insight did you gain as a result?

Ascend Leadership Journal Giveaway





Preparing for Virtual Interviews

Connecting with the interviewer when you aren't in the same room

Two Challenges with Virtual Interviews



- Bringing the right level of energy
- Knowing when you've said enough



Knowing When You've Said Enough



- If you want to be a competitive candidate, you must use all of your time
- Normally, we use nonverbal cues from other people to decide when we should stop talking
- There will be NO feedback in a virtual interview—use only time as a guide

Energy Level



“My strength has always been my ability to engage with the people in the room and feed of the energy. I am not sure what to expect when interviews start.”

The “3 Levels of Energy” Prep Technique



Practice the same interview question or story at three different levels of energy:

- Level 1: Normal Energy
- Level 2: Maximum Energy
- Level 3: Slightly Deranged



Review Video & Calibrate

- What really came through well at Level 3?
- What was a little bit off-putting that I don't need to include?
- How can I make people feel good about my energy?



Years of Practice in Weeks

How to get better through sustained practice



Two Ways To Practice



1. Simulated interviews

2. Real interviews

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Ascend Leadership Journal Giveaway





3. Craft Your Application Argument

Maximize your chances at the screening stage



The Experience Matrix Résumé

Get more mileage from the experience you've already gained

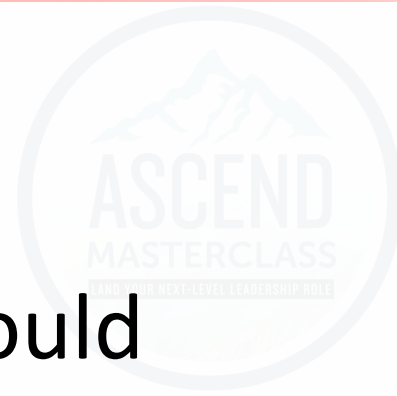


The Résumé's Job

At a minimum, your résumé should demonstrate that you are

qualified

for the job.





The Résumé's Job

Every résumé has room for improvement
that will make you a more

competitive

candidate—without any additional
experience.



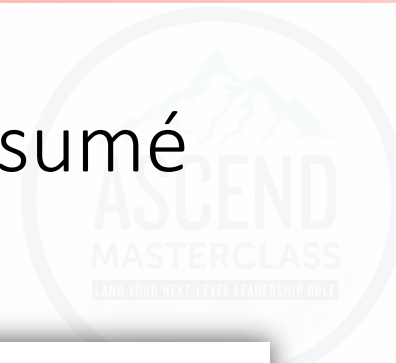
The Experience Matrix Résumé

- Header—name & contact info
- Professional Objective
- Experience, most recent first
 - Role, School/Employer, Dates
 - Overview paragraph
 - Accomplishment bullets (NOT duties)
- Education & Certifications
- References



Your Résumé Doesn't Need

- Candidate profile/overview
- Skills/proficiencies
- Normal duties listed under each role
- Hobbies/other interests
- “References available upon request”



Don't Make Unsupported Claims in Résumé

Avoid:

- Lists of skills
- Lists of adjectives
- Unsupported adverbs in accomplishments

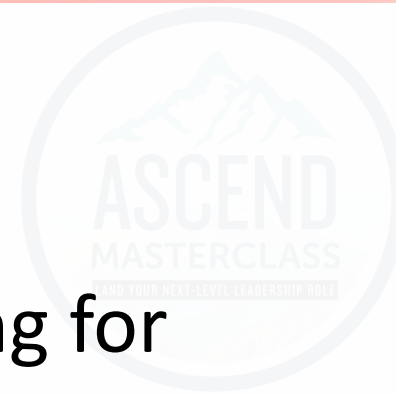
Areas of Expertise:

- Teacher and Staff Coaching, Professional Development, Training & Evaluation
- Diverse Backgrounds, Cultures and Experiences
- Curricula Design
- Relationship Building
- Fundraising & Capital Campaigns

Qualities:

- Intellectual curiosity & a demonstrated passion for lifelong learning
- Flexible, adaptable, resourceful, & open to the ideas of others
- Proven ability to embrace change tolerate ambiguity & the capacity to see uncertainty, unfamiliarity, or risk as opportunity
- Ability to self-reflect for continuous improvement
- Open to feedback & improvement
- Kind, compassionate & authentic

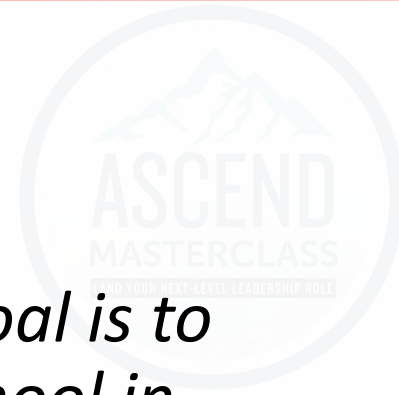
A claim without evidence is worse than no claim at all.



Professional Objective

- Describe the kind of role you're looking for and the contribution you want to make
- Give the reader a sense of how you're a fit for the position
- Don't make unsupported claims

Professional Objective Example



As an experienced instructional leader, my goal is to serve as principal in a diverse elementary school in the Plano area focused on closing achievement gaps and preparing all students for citizenship.



How To List Your Work History

- Most recent first—anchor in present
- More detail for more recent & relevant roles
- Condense/omit dates for older roles
- Omit most non-education roles
- Don't divide into teaching, leadership, etc.—stick with reverse-chronological order



Describing Each Role

- Role / Location / Dates:
Assistant Principal, Logantown High School, 2017–Present
- Overview Paragraph:
“Hired with a mandate to reduce out-of-school suspensions and office referrals for disruptive behavior, I have taken a restorative and relationship-building approach to improving climate and student success.”
- Accomplishment bullets:
4-6 detailed, sentence-length descriptions of specific accomplishments—not duties or efforts



What's Wrong With Duties?

- They don't distinguish you from other candidates with similar experience
- They're not new information to the hiring team
- They're about the job you *held*, and don't convey your readiness for the job you're *seeking*



Accomplishments, Not Duties

Which is a more compelling bullet?

- “Discipline”
- “Handled discipline for all 9th graders, applying consequences according to discipline matrix.”

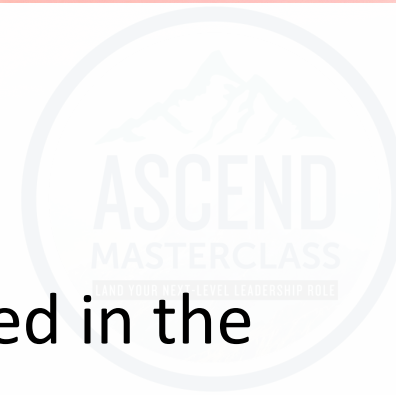


Accomplishments, Not Duties

Which is a more compelling bullet?

- “Discipline”
- “Handled discipline for all 9th graders, applying consequences according to discipline matrix.”

These are both bad, because they describe routine duties.



Accomplishments

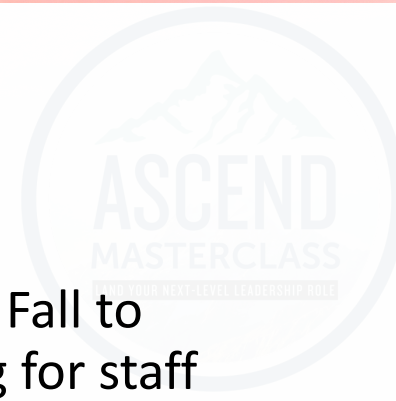
- Specific projects that you completed, worded in the past tense
- Include results/outcomes, if compelling
- Give yourself an active role: *Developed, implemented, created, overhauled....NOT worked with, participated in, served on, collaborated to...*
- For interviews: turn it into a story



Accomplishments, Not Duties

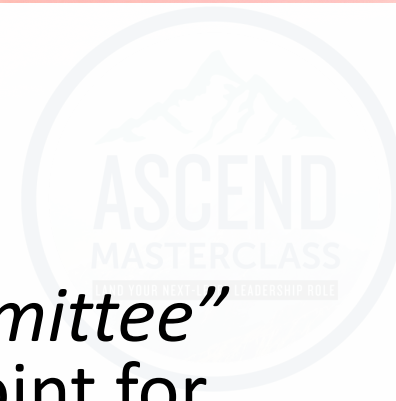
Which is a more compelling bullet?

- “Discipline”
- “Handled discipline for all 9th graders, applying consequences according to discipline matrix.”
- “Implemented restorative justice program to reduce out-of-school suspensions, resulting in a 50% increase in peer mediation and a 63% decrease in the number of students receiving out-of-school suspension.”



Accomplishment Bullet Examples

- Reduced monthly out-of-school suspensions by 32% from Fall to Spring 2018 by implementing Innocent Classroom training for staff and working with students to develop personalized support plans.
- Developed an early attendance intervention system to identify and provide targeted support for students at risk of disengaging with school, increasing average daily attendance from 97.2% to 98.7%, and reducing active truancy cases from 17 to 4.
- Piloted and implemented Writing Workshop training and curriculum to improve writing instruction



Mining Your Committee Experience

Résumé bullets like *“Served on the _ committee”* are weak...but they are a great starting point for finding key accomplishments. Ask yourself:

- What problem/opportunity did the committee focus on?
- What did you do?
- What was the impact?

Let's Practice Now!

In the webinar chat, share a draft accomplishment that you might use in your résumé.





The “Perfect Fit” Argument

Why your cover letter is your single biggest opportunity for improvement



Your Biggest Opportunity

You can't change the basic facts of your résumé in the short term:

- Your experience is “fixed”
- Your education is “fixed”

...but you can make dramatic changes to your cover letter—immediately.



Cover Letter

- The cover letter is your best chance to make the argument that you're the ideal candidate
- Treat it as a 5-paragraph persuasive essay, not a formality
- Write as an evidence-based argument
- Don't settle for a 2nd draft—this should be the best professional writing you've ever done



The “Perfect Fit” Argument

Your cover letter’s job is to get
your application in the “yes” pile.

It is an argument,
NOT a recap of your résumé.



No Shortcuts

- There are no tricks or shortcuts to writing a good cover letter—it's WORK
- If you are a great writer, you'll have an advantage
- If you get help, you'll have an advantage



Revise, Revise, Revise

- Your first draft is likely a liability
- Your 2nd-3rd drafts are likely on par with other candidates'
- Competitive advantage: 4th draft & beyond



Mutually Supporting Evidence

Make the same evidence-based arguments for your candidacy in:

- Résumé
- Cover letter
- Interview
- Recommendation letters



2. Recruit Your References

Have “the talk” and get your references working for you now



Typical Reference Checks: Is This Person Qualified?

Usually, reference checks are a “just in case” step:

- Is this person crazy?
- Have they done something horrible that we need to know about?
- Is there something they're hiding?
- Are they really as great as they claim to be?

References are contacted in order to minimize risk...but they can do so much more for you, if you're willing to ask.

Make Your References A Competitive Advantage



You need references who won't just speak well of you during a reference check. You need references who will **mentor** and **advocate for you**—and the time to enlist their support is **now**.

Recruit Your References Early



The Awkward Conversation





The Awkward Conversation

- Sooner is better than later
- Warning is better than surprise
- Face-to-face is better than phone
- Phone is better than email



The Awkward Conversation: A Suggested Script

As you probably know, I've been planning to look for a ____ position, and I'll probably start applying when jobs are posted in ____ (month). I want you to know that I'm 100% committed to this school, and that this job has my full attention for as long as I'm in it. If there's a ____ job for me here, I'd take it in a heartbeat. But I also know there may not be an opening for me here, and becoming a ____ is a really important next step for me. I don't want to put all my eggs in one basket, so—and I know this is awkward to ask—I want to make sure I have your support as I take these next steps, even if it means going somewhere else, if that's where the opportunity is.

Between now and then, I want to make sure I'm demonstrating everything that you'd need to see in order to give me your highest endorsement without any hesitation. I know I'm probably not doing everything I could be, so I'd like to ask for your feedback now. What should I be doing to really make myself an outstanding candidate for ____?

And because I know it's always short notice when people ask for recommendation letters, what I'd like to ask for now is a draft—not something that's finished and ready to send, but just a rough outline of what you think of me and what I need to work on. Then, if you see me growing in those areas, you can revise the letter, and when I actually need to send one in, it should be a lot faster for you, because most of it is already written. Would that be OK? Could you write me a draft recommendation letter by ____?



How Your References Can Help

- Feedback on growth areas
- Special projects to gain experience
- Putting in a good word with their network
- Putting out feelers for jobs
- Recommendation letters
- Triangulating rec letters with application

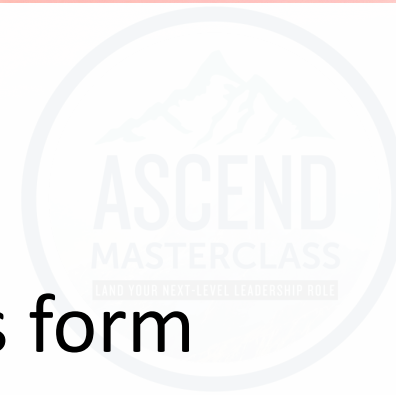


Commit To Having The Talk

Are you willing to have the awkward conversation with your supervisor(s) in the next three weeks?

If Your Boss Won't Support You





Recommendation Letter Game Plan

- Ask for a “draft” in Word/Google Docs form
- Share ideas from your Ascend Leadership Journal—accomplishments, projects, etc.
- Ask for revisions as needed
- Align with résumé/cover letter



Who Can I Ask?

- Current supervisor
- Past supervisors
- Other admins who know you
- Colleagues within school
- Committee colleagues
- Associations/outside organizations



Your Recommendation Letter Goal

10 Letters

Are you in?

Yes? No?



1. Discover Your Leadership Superpowers

Figure out what makes you competitive



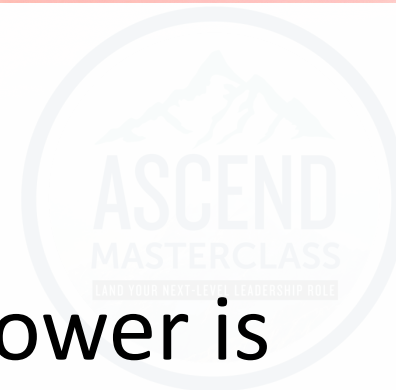
Competitive, Not Just Qualified

- The best leaders are too humble in the job search process
- Your qualifications are just that—they don't make you stand out from the competition



Caution: Admirable Traits Aren't Superpowers

- I care about kids
- I believe all students can learn
- I know good instruction
- I'm collaborative
- I'm willing to do whatever it takes



What Is A Superpower?

An instructional leadership superpower is a specific area of deep expertise makes you an outstanding competitor for the job you're seeking.



Ask Yourself:

- What am I especially passionate about?
- In what do I have deep expertise or advanced training?
- What unusual and valuable experience do I bring?
- What remarkable accomplishments can I highlight?
- What would another organization value most about what I'd bring?



Ask Your Mentors:

- What have I worked on that you were especially impressed by?
- What would I bring to the role that the typical candidate wouldn't?
- What about me would be hard to replace?



Ask Your Loved Ones:

- What am I all about?
- What would it crush me to NOT be able to do as a leader?
- What are my best qualities for this role?

Step 1: Superpowers Interview



PrincipalCenter.com/letsgo

Developing A New Superpower

- Listen to a podcast
- Read a book
- Attend a conference
- Try it yourself
- Give a presentation
- Lead an initiative





Time for Action

Why you can do this, and why the time to act is now

Q&A



What should I do to improve my cover letter if I'm not a great writer?

Q&A



Who should I practice with?

Q&A



How can I figure out which of my
“superpowers” will make me stand out?

Ascend Leadership Journal Giveaway



Want More Help?



www.PrincipalCenter.com/letsgo

How We'll Work Together



Step 1: Instructional Leadership Superpowers Interview™

- Key experience & skills
- Your most marketable “undersold” qualifications
- Leads to the Experience Matrix Résumé & Perfect Fit Argument Cover Letter
- Identify right-fit jobs to apply for



How We'll Work Together

Step 2: Experience Matrix Résumé™

- Professional objective
- For each role (most recent first):
 - Summary statement of impact
 - 4-6 key accomplishments as bullets
 - Triangulate with recommendation letters & cover letter

How We'll Work Together



Step 3: Perfect Fit Argument Cover Letter

- Paint the picture of your trajectory as a leader
- Position you as the ideal candidate, and this job as your logical next step on your trajectory
- Construct a tight argument that you're the best candidate
- Triangulate with your résumé & recommendation letterss



How We'll Work Together

Step 4: Ask for Recommendations

- Brainstorm your list of references
- Craft suggested “talking points” for letters
- Make the ask in person
- Red flag screening
- Requests for revisions
- Final reference list for résumé



How We'll Work Together

Step 5: Practice Interviews

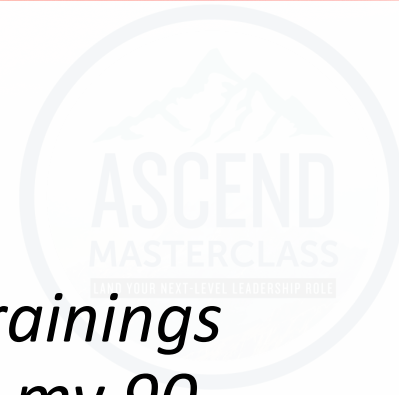
- Unlock a bonus practice interview when we complete your résumé
- Unlock a 2nd practice interview when we complete your cover letter
- Unlock a 3rd practice interview when you get a draft recommendation letter from a supervisor
- Weekly practice in Ascend21

Ascend21



I Had To Add This...

“I got my Principal role after your Ascend trainings and reworking my résumé. In addition I did my 90-day plan and blew them away! It was a turnaround situation and my Dream principal job! I should also add that I knew no one in the organization!”



How We'll Work Together



Step 6: Entry Plan

- My proven template
- Your vision for the role
- My feedback
- Your competitive advantage as a visionary leader

My Salary Before & After Becoming A Principal



Take-home pay, Head Teacher:
\$3000/month

Take home pay, Principal:
\$6000/month



3 Costs of Waiting Another Year

- Take-home pay difference (\$36,000)
- Opportunity cost
- Confidence cost



What's Included

- Ascend Masterclass (\$1495)
- 1-year Instructional Leadership Association membership (\$564)
- Ascend Leadership Journal (hardcopy) (\$29)
- *Now We're Talking! 21 Days to High-Performance Instructional Leadership* (hardcopy + audiobook) (\$29.95 + \$29.95)



Ascend Masterclass

Sign Up Now

First Name

Last Name

Email

Company Name

Billing Information

Billing Address

Billing Address 2

Billing City

Billing State...

Billing Country...

Billing Zip

☒ Enter Separate Shipping Address

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Payment Options



Product Information

Item	Quantity	Price	Today's Total
Ascend Masterclass	1	Trial \$5.00 For 1 Month Payment Plan 10 Monthly Payments Of \$99.00	\$5.00
Subtotal			\$5.00
Today's Total			\$5.00

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If you prefer to pay in full via credit card, use the orange button on the right.

[Pay in Full via Credit Card »](#)

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A Mid-Year Hiring Timeline

- July 25: Joined Ascend Masterclass
- August 3: First practice interview
- September 1: First real interview confirmed
- September 2: Second practice interview
- September 17: Second real interview
- October 26: Third real interview + offer
- December 2: First day in new district



What's Included

- Ascend Masterclass (\$2388)
- ~~1-year~~ LIFETIME Principal Center Navigator membership (\$2388)
- Ascend Leadership Journal (hardcopy) (\$29)
- *Now We're Talking! 21 Days to High-Performance Instructional Leadership* (hardcopy + audiobook) (\$29.95 + \$29.95)
- Shaving a year or more off your job search: priceless



"I got the position I wanted and am now in my second year as an elementary principal! Your materials were the turning point for me in my job search. I'd interviewed and come in second three or four times. It was very discouraging. I watched your webinar about interviewing and it changed my game. I realized this was a competition, not just an interview. That realization changed my demeanor in the interview. I watched the webinar several times, practiced from the sample questions and had friends practice with me. Honestly your materials were the difference for me! Thanks!"



"I used your practice interview questions. I interviewed at a school where I already worked, and my principal was amazed at the confidence I projected during my interview, especially since it was my first admin interview. I did get the job, by the way.

I also used what I learned to interview for my first principal job, and I got that job too. I used your material to help me develop an entry plan, and that has helped me be successful in my first year as principal at this school. Teachers tell me regularly that they appreciate my leadership and that this is the smoothest year they've had in the nearly 20 years they've worked at the school."



The Power of Stories

"I used and practiced your interview questions quite a bit. I also used your advice to have some prepared stories to help (which indeed, I did beat out an internal candidate)."

Ascend Leadership Journal Giveaway



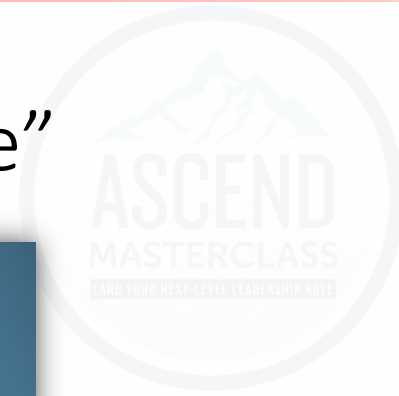
Q&A



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Myth #1: “I Don’t Have The Experience”



STAGE I: DISCOVER YOUR LEADERSHIP SUPERPOWERS




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1. Discover Your Leadership Superpowers

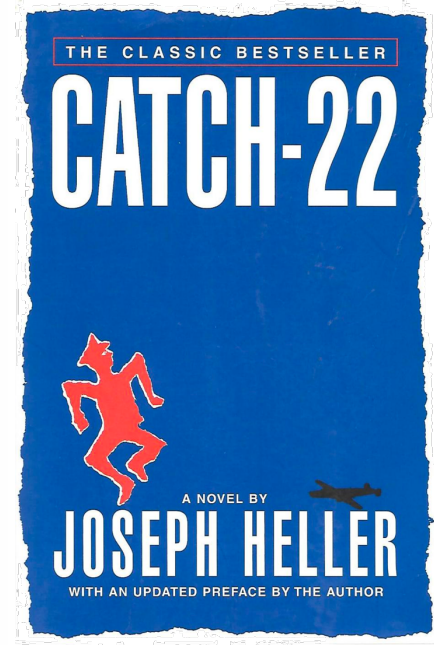


Your experience at your current level
has prepared you for the next level...

...as long as you have a superpower
that makes you stand out.

What About the Catch-22?

*“I need a job to get
experience...
...but I need
experience to get a
job!”*





What About Competition?

Is it possible to get hired if you have less experience than your competition?

Yes? No?

How To Beat More Experienced Competition

The key to beating more experienced competitors is to know your instructional leadership superpowers.





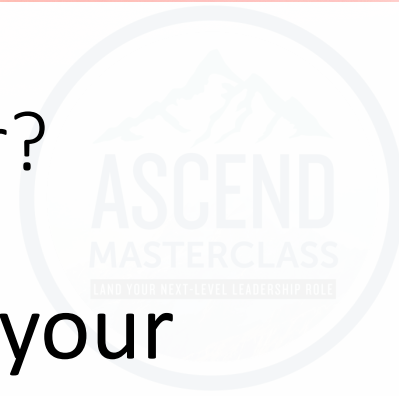
Superpowers—Ask Yourself:

- What am I especially passionate about?
- In what do I have deep expertise or advanced training?
- What unusual and valuable experience do I bring?
- What would another organization value most about what I'd bring?

How Can You Recognize A Superpower?

When you talk about an area of your expertise, people will express surprise and interest.

If they just nod...it's not a superpower.



STAGE 2: RECRUIT YOUR REFERENCES



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Myth #2: “Hiring Is All Politics”



A Common Feeling: Dummy Interviews

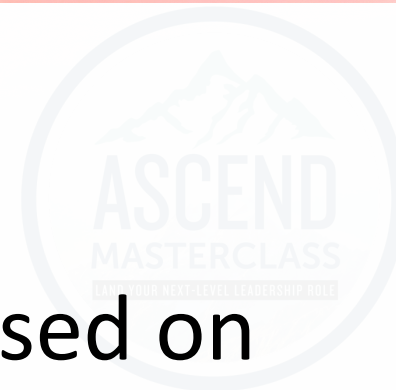




A Common Feeling: Dummy Interviews

Have you ever felt like “filler” in a dummy interview, where it was clear they had already chosen someone?

Yes? No?



Is It “Dirty” Politics...Or Is It Smart?

People hire the best candidate, based on the information available to them.

Relationships convey information.



Being Known Is A Double-Edged Sword

Pro: An insider's strengths are well-known

Con: An insider's weaknesses are well-known



The Outsider's Advantage

As an external candidate, you control
what the interview team learns
about you.

Is that a good thing? Yes? No?



ASCEND

NEXT-LEVEL INSTRUCTIONAL LEADERSHIP

DISCOVER
YOUR LEADERSHIP
SUPERPOWERS

RECRUIT
YOUR REFERENCES

CRAFT
YOUR APPLICATION
ARGUMENT

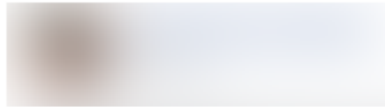
TRAIN
FOR INTERVIEW DAY

RACE
TO THE FINISH LINE

Myth #3: “There’s Nothing I Can Do”



Post-Interview Feedback Is Worthless



I just heard back from an AP interview: didn't get the job. The principal was kind enough to call and to offer feedback when I asked.

He mentioned that my lack of experience with budgets was an issue. Any thoughts on how to gain this type of experience when it's not at all part of my current role?

STAGE 3:

CRAFT YOUR APPLICATION ARGUMENT



ASCEND



Your Argument

You must present a clear case that YOU are the best person for the job in your:

- Résumé
- Cover letter
- Recommendation letters
- Interview



Don't Say This:

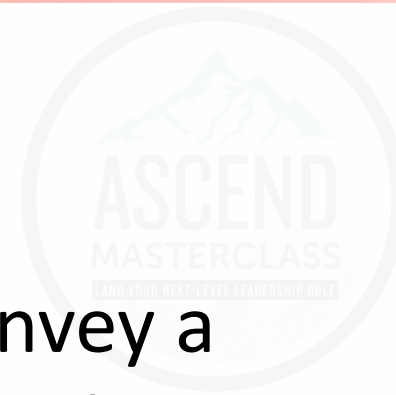
“I have 10 years of experience, a master’s degree, and my administrative credential.”

Why not?

Arguing with Nuance: Trajectory



Leadership Trajectory

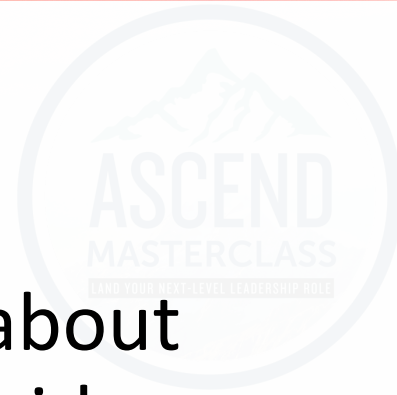


To land a next-level role, you must convey a sense of upward trajectory, so the hiring team sees the role as a logical next step for you.

Believable Claims

Make an evidence-based argument about your leadership trajectory, and avoid unsupported claims.

Show—don't tell.



Believable Claims

“I’m smart, I have good personal hygiene, and I probably make more money than other people you’ve dated.”





Unsupported Claims

- “I am ____.”
- Adverbs
- Adjectives

Show—don't tell.



Compelling, Evidence-Based Claims

- Statement of belief
- Specific accomplishment (NOT duty)
- Interview: Story

From Accomplishment to Interview Story



“I’ll never forget one student I worked with—I’ll call him Stephen. He had been suspended over and over, and just wasn’t making good choices. He was constantly getting into fights with other students, and because he was out of school so much, he was behind in all of his classes, which created this vicious cycle of academic failure and fighting.

Finally, I sat down with him and realized that what he was lacking was relationships—with his peers and teachers. That conversation was the spark that got me interested in restorative discipline...”

Your Story Goal



You only need
10 good stories.

Are you in?

Yes? No?

THE RÉSUMÉ



STAGE 3:
CRAFT YOUR
APPLICATION ARGUMENT

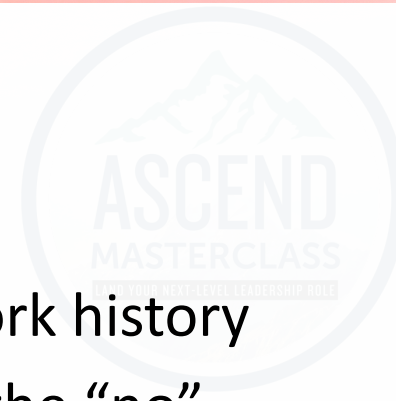

ASCEND

The Résumé's Job

Your résumé's job is to **clearly communicate** your work history, key qualifications, and other factual information to the reader.



Eschew
obfuscation.

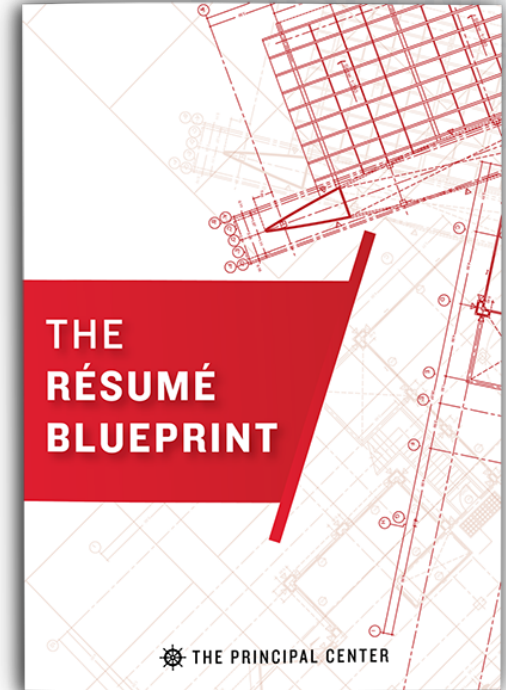


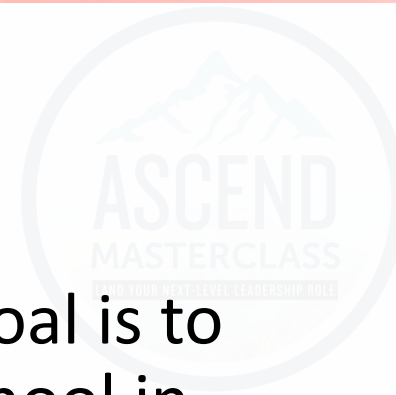
Don't Bury the Chronology

- The reader wants to quickly get a sense of your work history
- If the reader is confused, your application goes in the “no” pile
- Minimize the reader’s cognitive overhead with clear, logical organization
- Don’t separate teaching experience from leadership experience unless your best leadership experience isn’t the most recent (e.g. admin internship several years ago)

Résumé

- Contact Information
- Professional Objective
- Work history, newest to oldest
 - Role, location, organization, dates
 - Specific accomplishments—NOT duties
- Education & Certifications
- References with contact information





Professional Objective Example

As an experienced instructional leader, my goal is to serve as principal in a diverse elementary school in the Plano area focused on closing achievement gaps and preparing all students for citizenship.

THE COVER LETTER



STAGE 3:
CRAFT YOUR
APPLICATION ARGUMENT



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More on Résumé & Cover Letter



PrincipalCenter.com/ascend



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NEXT-LEVEL INSTRUCTIONAL LEADERSHIP

DISCOVER
YOUR LEADERSHIP
SUPERPOWERS



RECRUIT
YOUR REFERENCES



CRAFT
YOUR APPLICATION
ARGUMENT



TRAIN
FOR INTERVIEW DAY



RACE
TO THE FINISH LINE



Myth #4: “I Just Don’t Interview Well”



STAGE 4: TRAIN FOR INTERVIEW DAY



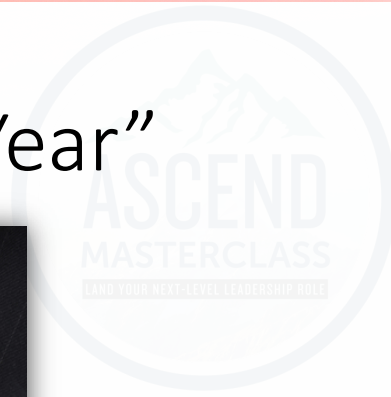
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STAGE 5: RACE TO THE FINISH LINE



ASCEND

Myth #5: “I Should Just Wait Till Next Year”





How Will Next Year Be Different?

- +1 year of experience on paper
 - +1 year of *experiences*
- ...but you'll be the same person.*

If this is your year...let's make it happen.

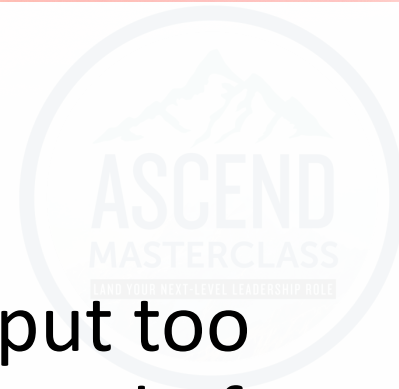


Why Persistence Matters

At each stage of the hiring process, a serious candidate can expect to succeed

20%
of the time.

Beware of Wishing for “The One”



Too many people worry about “fit” or put too much hope in a single “dream job” instead of making themselves competitive for more jobs.

Beware of “Feedback”



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He mentioned that my lack of experience with budgets was an issue. Any thoughts on how to gain this type of experience when it's not at all part of my current role?



The Only Reason You Didn't Get Hired

The reason you didn't get the job is
simple: competition.

To beat the competition, be more
competitive.



Competing At Each Stage

- *Not getting interviews?* Improve your résumé, cover letter, and recommendation letters.
- *Not making it past the first round?* Practice your interview skills and stories.
- *Not making the final cut?* Keep applying, and check in with your references.

The Waiting Game





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NEXT-LEVEL INSTRUCTIONAL LEADERSHIP

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Stay On Track



PrincipalCenter.com/next-recording

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Now Is The Time To Win



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