



# Be a CHANGEMASTER: 12 Coaching Strategies for Leading Professional and Personal Change

*Karla Reiss*

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**Be a CHANGEMASTER: 12 Coaching Strategies for Leading Professional and Personal Change** Karla Reiss

*How to use coaching strategies to lead change in any organization*

This practical guide for school and district leaders provides 12 strategies for overcoming resistance to change. Unlike more theoretical books, this text shows how to adopt a coaching style of leadership as a systemic change strategy. Components include:

- Challenging assumptions to prevent them from becoming reality
- Confronting negativity by reframing and cultivating optimism
- Gathering a group to aggregate energy, creativity, and encouragement
- Using imagery and visualization techniques to improve performance
- Focusing on the future to overcome the errors of the past and challenges of the present

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