

# The Trusted<sup>®</sup>

## School Leader Training

### WHY IMPLEMENT

## TrustED Professional Development (PD)

Trust is the single most significant indicator of successful leadership in any organization. That is the definitive and shared conclusion from decades of research conducted throughout many industry sectors (i.e., manufacturing, retail, technology, government, NGOs, etc.). Trust is the bridge to school improvement—and like a bridge,

critical structural components must be in place for schools to cross from where they are to where they need to be. Research demonstrates that when those components of trust are in place, the results include higher levels of student achievement in academics, athletics, extracurricular activities, and many other measurable benefits, including:

- ✓ Higher faculty and staff retention rates
- ✓ Greater progress with school improvement initiatives
- ✓ Reduction in student behavioral referrals
- ✓ Increased engagement in learning
- ✓ Reduction in operational costs
- ✓ Improved levels of parent and community satisfaction
- ✓ Increased levels of volunteerism by employees and parents

This professional development identifies research-based organizational and relational trust factors, which school leaders need to consider to build healthy and strong relationships with all school stakeholders (i.e., faculty, staff, students, parents, and their surrounding community).



**“WHEN IT COMES TO  
MOTIVATING AND KEEPING  
TEACHERS ENGAGED IN  
THE SCHOOL,  
THE NUMBER ONE  
FACTOR IS TRUSTED  
SCHOOL LEADERSHIP.”**

**H. LADD, THE URBAN INSTITUTE**





## LEARNING OBJECTIVES

- 1 Understand the importance of establishing, maintaining, developing (and when necessary) restoring trust.
- 2 Identify and reflect on research-based factors (i.e., responsibilities and characteristics) that directly impact trust in the school and in the school's leadership.
- 3 Discover steps to enhance trust levels among all school stakeholders.
- 4 Create a practical and actionable plan to address specific factors that will result in greater trust.



The TrustED<sup>®</sup> School

Leadership Training with Dr. Toby Travis is excellent! School leaders are provided very clear ideas to implement on Monday morning. Highly recommended!

**Highly recommended!**

**DAVID WILCOX**  
**ASSISTANT VICE PRESIDENT**  
**ACSI**



**520-833-4219**

## TrustED<sup>®</sup> PD

### DESCRIPTION & FORMAT

**(FRAMEWORK)** During the initial portion of the onsite PD, an overview of the wide-range of research demonstrating the critical importance of developing and maintaining trust in the school as an organization, specifically in those who serve as school leaders. Conclusions and observations are founded on the research of Dr. Travis and numerous others, including:

- ✓ Edelman ([www.edelman.com](http://www.edelman.com)) - the world's largest public relations firm and foremost research group on organizational trust.
- ✓ The Trust Edge Leadership Institute ([www.trustedge.com](http://www.trustedge.com)) - is one of the leading providers of professional development training for global corporations (e.g., FedEx, IBM, Verizon, John Deere, Toyota, etc.).
- ✓ Marzano Research ([www.marzanoresearch.com](http://www.marzanoresearch.com)) - an all-inclusive research-into-practice resource center.





The training identifies twenty-one key responsibilities, which successful and trusted school leaders must manage, and six TrustedED® Components, which must be in place to foster trust.

**(INTERACTION)** Attendees utilize a research-based self-assessment tool to identify areas of strength and improvement regarding their “trust level.” The self-assessment is followed by a guided discussion, which includes video vignettes, role simulations, and other activities. Table groups consider, identify, and share their observations and application of the “trust factors” (i.e., responsibilities and components) to their school leadership experience. Dr. Travis also provides specific examples of how each factor impacts the level of trust between schools and school stakeholders.

**(TAKE-AWAY)** Participants have the opportunity to create a TrustedED® Action Plan in which they can make adjustments to their current personal and organizational practices related to one or two of the “trust factors.” The plan identifies:

- 1** WHERE they are now about the chosen factor.
- 2** WHERE they want to be by the end of the following semester to enhance their level of trust.
- 3** WHY they want to be there (a critical element in the success of any strategic plan).
- 4** WHAT next steps they will take immediately following the workshop to implement their plan.

In other words, this training moves school leaders from “Best Practice” to contextualized, practical, and actionable “Next Practice.”

## CUSTOMIZATION & TIME ALLOTMENT

The TrustedED® onsite PD is customizable in length and depth of content based on the hosting school’s needs and the workshops’ setting. Training sessions can be modified to meet a school’s needs from two hours to three full days of professional development (i.e., 18 hours of instruction).

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**This was  
Awesome!**

**Motivating! Energizing!**

Dr. Travis re-energized me to go back to my school and make changes to support teachers, students, and parents!

**ANGELA TUCK  
PRINCIPAL  
SWARTHMORE RUTLEDGE SCHOOL  
PA | USA**





## ABOUT



### TOBY A. TRAVIS, ED.D.

- Award-winning author and columnist
- 30+ years experience
- Assisting schools and universities in over a dozen countries
- Noted specialist in educational and non-profit leadership
- A daily practitioner of the skills and strategies taught
- Head of School, Houghton Academy, NY
- Executive Consultant, Global School Consulting Group
- Adjunct Professor, State University of New York College at Buffalo

## CONTACT INFORMATION

Email: [drtobytravis@gmail.com](mailto:drtobytravis@gmail.com)  
Phone/Whatsapp: 520-833-4219  
Schedule a Zoom session [HERE](#).  
[Connect on LinkedIn](#)



## GUARANTEE

If you are not completely satisfied with the quality and delivery of the training and services provided by Dr. Toby A. Travis, your school or organization will be refunded 100% of the Training and/or Consulting Fees. Guaranteed!

TrustED<sup>®</sup>

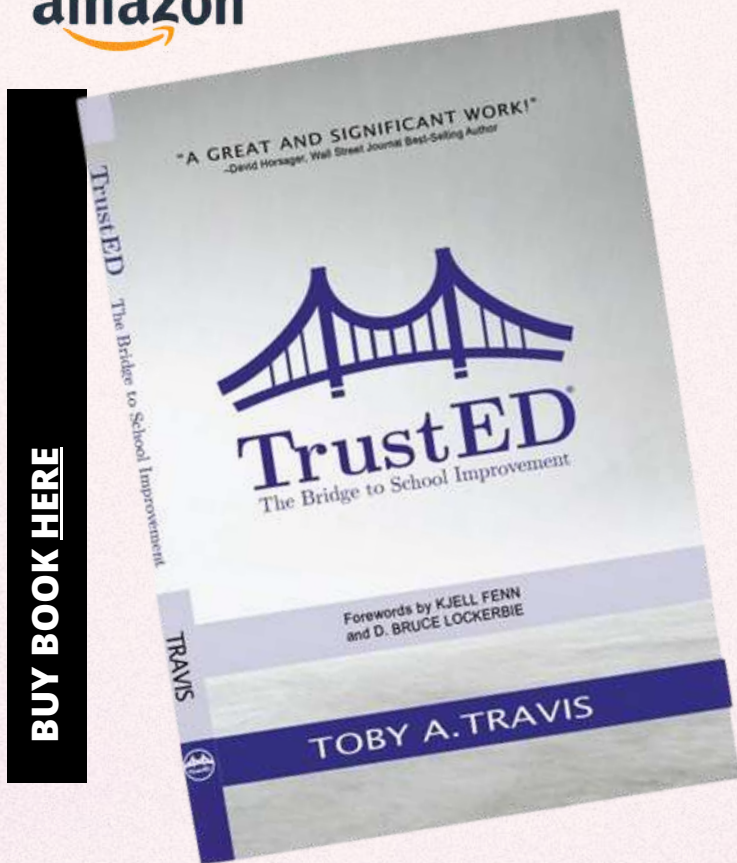
## SCHOLARSHIP FUND

For qualifying schools, limited funds are available to help underwrite the training sessions. For more information and to submit an application, [follow this link](#) or email Dr. Travis.

RIPE *for Harvest*  
WORLD OUTREACH



available at  
**amazon**



Studies also reveal that when high levels of trust mark school leadership, positive and significant influences on schoolwide improvement occur and are sustainable.

Toby Travis utilizes a suspension bridge analogy to explain the roles and functions of trusted leadership, which are critical to school improvement initiatives. Dr. Travis outlines the six trusted leadership components that must be in place for leaders to ensure school improvement positively. Successful transit over the bridge to school improvement can be hazardous or catastrophic if any components are not securely in place. Learn how to assess, develop, repair, and ensure that all six leadership components are properly in place so that your school or district is TrustED .

## THE BOOK

This award-winning book for educational leaders reached #1 on Amazon's Educational Leadership category book downloads in April 2023, has been **featured in Forbes, CEOWorld Magazine, Authority Magazine, The Knowledge Review, eSchool News, on NPR**, as well as numerous podcasts - and was named "Book of The Month" (November 2021) and nominated for "Book of The Year" (2021) by The Magic Pen.

**"Trust is the single greatest indicator of successful leadership."**

This research-based observation is a definitive and shared conclusion within various industry sectors (e.g., manufacturing, retail, technology, government, and non-profit organizations).



**Nuts and bolts, data, and theory uniquely paired.**

Mind-blowing! If you are looking for help identifying leadership needs and implementing strategies to become more successful, this is a must-read.

**DR. LIN WHEELER  
SUPERINTENDENT  
RIVERSIDE CHRISTIAN ACADEMY  
NC | USA**





“ The TrustED® training was truly exceptional! Dr. Travis’ level of energy and engagement was excellent all through both days. One word: INSPIRING. He left us all wanting to be better and to be more for our school community.

**Jose Oyanguren,**  
**Headmaster**  
St. Augustine  
Preparatory School  
Managua | Nicaragua



“ Dr. Travis’ training came at a timely moment in the life of our school. In addition, he has a gift for motivating others, and we are truly thankful!

**Glen Swarthout**  
**General Director**  
Lincoln School  
Guadalajara | Mexico



“ A phenomenal training experience. Many times as administrators, our focus is on putting out fires... We lose perspective when it comes to developing relationships with our staff. Participate in this training and develop that TRUST!

**Leigh Sumter**  
**Director GEAR UP Grant**  
Nassau Community College  
NY | USA



“ When your school or school district has an issue with trust, in which all of our organizations do at some point, check out Dr. Travis and his TrustED® Leadership Assessment & Training. He does a phenomenal job of providing leaders with the skills necessary to build trust in the most turbulent or divisive organizations.

**Donetrus G. Hill, Ed.D.,**  
**Regional Superintendent**  
JeffCO Public Schools  
CO | USA

## WHAT EDUCATIONAL LEADERS ARE SAYING



“ Toby’s passion for giving leaders and teachers practical strategies to build trust and improve results is a welcomed platform to engage staff in a difficult topic of conversation in most schools.

**Danielle Root,**  
**Superintendent**  
Joy Christian School  
AZ | USA



“ This training provides a transformational opportunity for educational leaders to learn and self-reflect on their practice to BUILD TRUST!

**Joseph Martin**  
**Principal**  
Rancocas Valley  
Regional High School  
NJ | USA

