

Supporting the next generation of school leaders



“ We are seeking former senior education leaders with coaching credentials and experience to serve as Educational Leadership Coaches, supporting school leaders to do their best work.”



“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

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

Our coaches have worked with over 25,000 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 seeking to expand our coaching team to include more educational leadership coaches - former school principals, head teachers, superintendents and education directors who have gone on to get professional coaching accreditation and experience.

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, Founder, BTS Spark

How BTS Spark supports school leaders

We have been working to support education leaders since 2006 - originally in the UK and Australia. 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 named as a Top 20 Leadership Training Company for the last 10 years.

Since we were founded, we have reached over 25,000 school leaders. For many, the experience has been profound - 98% of those we coach would recommend us to others, 99.6% report improving 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, National Institute of Education in Singapore and many more.



“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

Working as an Educational Leadership Coach

Our coaches are at the heart of everything we do – supporting school leaders to unlock their leadership potential, find their 'spark' and confidently lead their schools.

There are many coaching models in use by different organisations. As a potential educational leadership coach joining our BTS coach team, it's important that you understand our style of coaching. Our coaching has five fundamental characteristics:



Shifting mindset: We specialise in coaching leaders to shift their mindsets in order to create a sustained shift in their leadership practice. Our coaches don't provide consultancy advice on school improvement planning, curriculum or pedagogy. Instead, we help leaders to become more aware of the mindsets (their attitudes, beliefs and values) that limit their leadership and support them to embrace new approaches to everyday work challenges.



Focusing on soft skills: Our mindset curriculum spans four leadership domains (Relate, Be, Think and Inspire) and is summarised in our popular books, Embracing MESSY Leadership and The Four Greatest Coaching Conversations. Typically, we find that school leaders ask for coaching support on Relate interpersonal skills (giving feedback, difficult conversations, empowering others etc) or on Be leadership (personal resilience, emotional intelligence, confidence etc).



Delivered virtually: Almost all of our coaching is delivered virtually through Teams or Zoom coaching sessions. This halves the cost of coaching and is more convenient for both coaches and coachees.



Supported by pre-work and post-work: The purpose of each coaching session is agreed upfront, so that coachees can be exposed to relevant leadership models via online pre-work. As a coach, you can then use the coaching session to really challenge and shift your coachee's thinking – often through a transformational coaching process that you have been trained on by BTS. At the end of the session, you will agree with your coachee how they will apply their learning within their work.



Affordable to schools: We are committed to making coaching affordable to all. Most coaching sessions are hour-long, but we ask our coaches to be willing to deliver half-hour coaching sessions when needed (and we can support you to do these well!).

We aren't able to guarantee a set workload to our coaches, as demand fluctuates throughout the year. Coaching assignments will be offered to you as they arise, and you will be paid per session.

Most of our coaching is one-to-one and, as a new coach, this is likely to be your focus. In time, you may be invited to undertake training and accreditation with BTS to facilitate group coaching and workshops.

What we're looking for in our Educational Leadership Coaches... could this be you?

Our coaching is complex and we therefore have some of the highest recruitment standards for new coaches joining our team...

- Coach training of 60+ hours and a coaching qualification (International Coaching Federation ICF preferred)
- A track record of at least 100 hours of leadership coaching
- A commitment to learning and your own personal and professional growth
- Willingness to incorporate mind, body, and emotional approaches into coaching practice
- Experience as a school principal/ head teacher (you may also have worked as a systems leader e.g. superintendent, director or MAT chief executive)
- A minimum of 7 hours per week available if required

We are deeply committed to supporting all our coaches to do their best coaching work. If you join our coaching team, we will offer you support in various ways...

Training in coaching mindsets: Your induction core training will involve 48 hours of professional learning. For each core mindset module, you will read through training materials, listen to a relevant coaching conversation recording, attend a training webinar, practise with another coach, submit a recording of yourself coaching that mindset, and get feedback against key quality criteria.

Membership of a thriving learning community of professional coaches: Our coaches are very active in sharing their practice and enjoy learning from peers.

Accredited professional development: We are the only coaching provider whose onboarding and ongoing coach development has been accredited by the International Coaching Federation (ICF) as 'Coach Continuing Education' CCE units - the gold standard of coaching accreditation. You can participate in a full ongoing program of free professional learning, including level two training, webinars by global coaching experts and coach community calls.

Professional coaching supervision: You will be able to access free peer supervision, led by experienced coach supervisors, to support your professional growth as a coach.

Support with administration: Our online coaching platform will remove the administrative burden from you by automating scheduling and invoicing.



“When you have worked your whole life in education and had rich experiences in a variety of leadership roles, it is very rewarding to support established and emerging educational leaders to be at their best.”

BTS Spark creates exceptional content to stimulate deep coaching conversations. Their global reach and learning programs enrich the knowledge and experience that we as coaches can bring to the table.

BTS Spark draws on sound educational practice and leadership development research to develop you as a coach and set you up for success.”

Jenny Hoysted, Educational Leadership Coach

BiTeSize Leadership Curriculum

Our research-based curriculum spans 33 leadership mindsets & capabilities.

Our coaches draw on these modules flexibly to meet the needs of each individual they coach.





To express an interest in joining our coaching community, please reach out to your regional head via hello@btsspark.org. We will then share with you our full hiring process and advise you how to proceed.

www.btsspark.org
Email: hello@btsspark.org

©btsspark.org 2025