



Energizing Educational Leaders

Dear Colleague,

Creating a vision for the future, maximizing peak performance and helping others achieve their goals are attributes of great leaders and great educators. We are committed to helping you, your team, your school and your district succeed.

Please accept our invitation to review the enclosed information.

Sincerely,

A handwritten signature in black ink, appearing to read "Randal A. Simonetti".

RANDAL A. SIMONETTI,
FOUNDER AND CEO

A handwritten signature in black ink, appearing to read "Ruth A. Hollis".

RUTH HOLLIS,
SENIOR PARTNER & CONSULTANT



Energizing Educational Leaders

LEADING EDUCATIONAL ORGANIZATIONS ::

Leading today’s educational organizations has never been more demanding. Students, parents, teachers and State Education Departments require that leaders demonstrate extraordinary competency related to decision making, resolving conflict, cultivating teamwork, creatively developing solutions and effectively communicating to all constituents so their districts can succeed.

For the past 25 years, we have confronted these challenges in both the academic and business environment. Our front line classroom and administrative experience has prepared us to be able to help you succeed personally and professionally. We customize our development workshops and coaching interventions to your specific needs and have implemented our experiential learning process for a vast array of organizations including: businesses, universities, medical centers, human services agencies and school districts just like yours.

In our initial discussion, we can help you determine the competencies you and your organization wish to enhance and provide specific strategies to help you achieve results. Our process is simple, direct and based on real life experience. We contend that leaders who cannot execute a strategy will never achieve measurable results. We are committed to one simple adage, “When you succeed, your students succeed.”

The following program competencies matrix is provided for your convenience and consideration. Please give us the opportunity to earn your trust and confidence.

“ Leadership is lifting a person's vision to higher sights, the raising of a person's performance to a higher standard, the building of a personality beyond its normal limitations. Ultimately, leadership is defined by results. ”

Peter F. Drucker



Ignition Consulting, Ltd.

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What We Offer ::

▶ SUPERINTENDENTS ::

NEEDS

- Protecting the district's reputation
- Building effective leadership teams
- Serving the community
- Communicating to multiple constituents
- Solving serious district-wide problems
- Sr. Staff development
- Labor Relations and contract negotiations
- Developing an effective mentoring program
- Creating a professional development plan

Solutions

INTERVENTION MODULES

- Crisis Planning and Management
- Managing the Media
- Building Peak Performance Teams
- Decision Making
- Conflict Resolution and Principled Negotiations
- Behavioral Interviewing and Candidate Selection

▶ UNIT LEADERS (Principals, Department Heads, Lead Teachers, Administrators) ::

NEEDS

- Building trust and cultivating teamwork
- Managing conflict and priorities
- Solving problems
- Delegating authority
- Assessment and selection of teachers and staff
- Protecting your school's reputation
- Reinforcing your schools values
- Coaching, mentoring and demonstrating role model behavior

Solutions

INTERVENTION MODULES

- Building High Performance Teams
- Seven Habits of Highly Effective People
- Reputation and Media Management
- Decision Making
- Conflict Resolution and Principled Negotiations
- Leadership Impact Style
- Behavioral Interviews and Effective Candidate Selection
- Values Clarification

▶ TEACHERS (Classroom, Specialists and Assistants) ::

NEEDS

- Managing an effective classroom
- Developing and implementing instructional strategies
- Dealing with difficult parents and administrators
- Managing conflict and negotiating priorities
- Communicating to a variety of constituents
- Solving challenging problems

Solutions

INTERVENTION MODULES

- Classroom Management
- Managing the First Week of School
- Time and Task Management
- Foundations of Instruction
- Active Learning Strategies
- Values Clarification and Leadership Impact Style
- Conflict Resolution and Principled Negotiations
- Communicating for Maximum Effectiveness

DELIVERY SYSTEM METHODOLOGY

- Individual Coaching
- Multi-Media Classroom Instruction
- Priority In-Basket Assessment
- Individual and Group Role Playing
- Electronic and Interactive Presentations
- Experiential Learning, Real-life Simulations and Case Studies

▶ PLEASE INQUIRE ABOUT OUR SPECIAL

- *Senior High School Leadership Program* for students
- *Community Leadership and Visioning Program* for Board of Education Members

Who We Are ::

RANDAL A. SIMONETTI, FOUNDER AND CEO ::



Randal A. Simonetti is the founder and CEO of Ignition Consulting, Ltd., headquartered in Rochester, New York. He incorporates 25 years of business and academic experience to help solve complex business problems for clients across a diverse group of industries. He has held executive leadership positions at several fortune 500 companies. These include: Vice President of Multi-National Worldwide Marketing for Global Crossing, Corporate Vice President of Communications and Chief Reputation Officer for Frontier Corporation, Vice President of Retail Banking for Citicorp NYS and Division Manager for Multi-National Business at AT&T. Previous to his business career, Randal was a special education teacher and middle-school principal.

He holds a bachelor's degree from Manhattan College, graduate degrees in communication and education from Manhattanville College and in business administration from Southern Connecticut State University. He participated in the executive studies program at the Wharton School of Business and has completed additional study at the S.I. Newhouse School of Public Communication at Syracuse University, the Burke Institute of Applied Marketing Research and the MIT-Harvard Public Disputes Program at Harvard University.

RUTH HOLLIS, SENIOR PARTNER & CONSULTANT ::



A former middle school science teacher, Ruth Hollis is currently the Director of the Pittsford Teacher Center. She coordinates professional development for staff and manages both Mentor and Paraprofessional Advisor programs for the Pittsford Central School district. She also serves as an instructional coach and mentor, is co-chairperson of the Instructional Leadership Council, former chairperson of the Greater Rochester Teacher Center Network, and a member of the State Teacher Center Evaluation and Strategies Committee.

In her thirty-four year career as a Pittsford educator, Ruth has taught large and small groups on topics including Elements of Instruction, Facilitation and team Building, Leadership, Presentation Skills, Clinical Supervision, Peer Coaching, Mentoring, Motivation, Cooperative Learning, Learning Styles, Study Skills, and Curriculum Management. In 1996 she traveled to the International School of Belgrade to assist with curriculum design. As a licensed 7 Habits and First Things First facilitator, and a member of the "7 Habits Cadre" in Pittsford her repertoire expands to teaching life and collaborative skills that are neither age nor discipline related.

Ruth holds an A.B. degree in General Science from the University of Rochester and a Masters in Educational Administration and Certificate of Advanced Studies and Small Group Leadership from SUNY Brockport.