

## Two-Day Instructional Coach Institute

# Maximizing Your Effectiveness as an INSTRUCTIONAL COACH



## Jaime Bailey

Outstanding Teacher, Instructional Coach and Trainer

**Specifically Designed for Instructional Coaches, Professional Development Trainers and Administrators Who Work at Elementary, Middle or High School Levels**

**Powerful coaching techniques** that motivate buy-in when supporting struggling or resistant teachers

**Proven ways to inspire change** while engaging in coaching conversations, including strategic questions and authentic feedback formats that result in meaningful shifts

Explore proven methods for sparking change through coaching conversations ... Learn how to **leverage AI-generated strategic questioning prompts** that support deeper reflection and result in authentic, lasting instructional shifts

**Highly effective ways** to build successful, collaborative coaching relationships with both novice and veteran teachers

## LIVE ONLINE INSTITUTE

**March 17-18**

**9 AM Eastern**, 8 AM Central,  
7 AM Mountain, 6 AM Pacific

CEUs and Graduate Credit Available  
See page 6 for details

### CAN'T ATTEND?

Order the recorded version and take the course online at your convenience (see page 6)

*"Jaime is very organized, detailed, professional, and a wonderful resource for coaches and districts!"*

— MEGHAN ROBBIE, INSTRUCTIONAL COACH

# Two-Day Intensive Instructional Coach Institute

*"Jaime is a very informative presenter. Her presentation style is one I want to mirror with my staff! Great resources that can be used right away also made this institute very valuable!"*

— ANNE ESSELBURN,  
INSTRUCTIONAL COACH

## A Practical, Two-Day Institute Focused on Increasing Your Effectiveness as an Instructional Coach



Plan to attend as a school or district instructional coach, a representative team member or a district team leader to increase the effectiveness of your coaching skills to improve instruction and impact student learning. You will deepen your understanding of coaching as an ongoing process to better meet teachers where they are instructionally. You'll learn how to build stronger relationships of trust with adult learners, use the coaching cycle to kick-off purposeful interactions, and provide valuable feedback that will build teacher capacity. Explore how AI-enhanced tools can support planning, track progress, and generate targeted feedback that increases instructional clarity and impact. You will leave better equipped to get teacher buy-in using instructional strategies and coaching structures to grow teacher instructional expertise. You will learn how engaging in collaborative conversations can improve decision-making using specific strategies, structures, data, or evidence of student learning. Leave with enhanced skills in your coaching toolkit that will help you be more successful with even the most reluctant or struggling teachers. You will also receive proven professional development ideas that engage all staff members and have a high success rate at implementation.

## Structure Your Coaching for the Greatest Results and Boost Teacher Expertise AND Student Achievement

Learn proven ways to more skillfully incorporate the critical attributes of highly effective instruction with effective coaching strategies that ensure meaningful implementation, teacher growth and increased student learning. You'll learn practical ways to build teacher instructional expertise working with struggling students as well as those who are high achieving. Explore how AI tools can support differentiated coaching, streamline planning, and personalize professional learning to meet individual teacher needs. Strengthen your coaching skills in working with both novice and veteran teachers and gain high leverage ideas for conducting motivating and engaging professional development opportunities. During these intensive two days, you'll learn highly effective coaching techniques and a variety of ways to conduct powerful professional development opportunities that can have a major impact on both the instructional skills of your teachers and the achievement of your students in Grades K-12.



### Who Should Attend

Instructional Coaches,  
Professional Development  
Trainers and Administrators  
Who Work at Elementary,  
Middle or High  
School Levels

# Two-Day Intensive Instructional Coach Institute

## Specific Topics ... Here's What You Will Learn ...

- **Engage your staff in engaging coaching conversations** to build more successful collaborative relationships
- **The nuts and bolts for initiating a growth mindset approach** with teachers
- **Proven ways** to make best use of the coaching cycle to guide your work and to help you track steps and progress
- **How to build stronger relationships** of respect with both the novice and veteran teachers you coach
- **Practical strategies** for becoming a more skilled intentional listener in all your interactions with teachers
- **How to guide your teachers** in more effectively using the Gradual Release Model to impact and scaffold student instruction
- **Ways to build and support a culture** of learning and curiosity
- **How to ask powerful questions** that build teachers' capacity to think and deeply analyze their own instruction—with the support of AI-generated prompts, reflection protocols, and analysis tools that encourage self-awareness, instructional clarity, and growth over time
- **Ways to drive home a student-centered focus** using formative assessments, data, student artifacts, scales, and student and class action plans
- **How to more clearly define your role as a coach** when it has not been clearly defined for you or your staff
- **Highly effective techniques** to work with struggling or reluctant teachers
- **How to make better use of your state standards** and lesson planning to orchestrate coaching with teachers
- **Ways a video protocol can be used** to improve the art of teaching, coaching, and student learning



*"The resources, conversation, and pacing were excellent. I would highly recommend this training to others."*

– GOLDIE GOLDING, TEACHER



# A Message From Institute Leader, Jaime Bailey



## Uniquely Qualified Instructor

**JAIME BAILEY** is an outstanding educator and popular national presenter with a wide variety of experience. She has served as a classroom instructor, elementary literacy coach, curriculum coordinator, assessment specialist trainer, professional development coordinator and is passionate about designing high-quality professional development that can be easily replicated by others. Jaime is the author of *Maximizing Your Effectiveness as an INSTRUCTIONAL COACH*, the comprehensive digital resource handbook you will receive at the two-day institute. Jaime brings years of diverse experience to her seminars in providing practical and replicable professional development with a wealth of ideas you'll want to use immediately as you train others. Jaime is a highly effective presenter whose excitement about professional development is contagious. Spend two days with Jaime where she will share dozens of highly practical tips, tools and materials you can adopt or adapt into your training.

Dear Colleague:

As educators, we must develop our students' capacity to think deeply, to become effective learners and to be efficient problem solvers. As coaches, we can begin this movement by our influence on teachers and building a culture of learning. As an experienced instructional coach, I have seen first-hand how the right partnership between coach and teacher can help construct clarity, articulate direction and accelerate this journey. I'm energized and motivated to share with you what I know works.

I can relate to the many challenges coaches face as well and I will provide you with numerous techniques for working through tough situations. During this intensive two-day institute, I will share with you my best proven methods for targeting what is the most beneficial for students – in any situation. I will help you engage in more meaningful interactions when working side-by-side in the trenches with teachers. You will learn coaching structures that build on your expertise and immediately impact your ability to inspire change. You will also take away concrete ideas about feedback and questioning. I promise you more wins and better methods for overcoming the challenges we all face as coaches. Please join me and your colleagues for two fast-paced, invigorating days devoted to enhancing your instructional coaching skills. I look forward to working with you in this game-changing work. You will leave this institute excited and equipped with innovative approaches and new ideas!

Sincerely,

Jaime Bailey

**P.S.** The focus of our two days together will be on **sharing practical ideas and strategies I've learned from my own teaching and coaching** that I know will build greater teacher capacity and accelerate student learning.

*"I will share with you my best proven methods for targeting what is the most beneficial for students."*

# What Your Colleagues Say About Jaime Bailey

*"Thank you for providing templates to be able to use and for modeling protocols. It takes skills to manage all the tech for the whole day – kudos to Jaime; she made it look easy."*

– Noreen Jafri, MS Teacher

*"I received **an incredible amount of information that will be beneficial** for this school year."*

– Alyson James, Instructional Coach

*"Jaime is so knowledgeable and shared amazing resources. **She invited us to be active in this learning**, just as we should with our teachers and they should be with their students."*

– Katie Prall, Reading Specialist

*"**Inspiring! Jaime is fabulous!** I learned so many innovative strategies to take back to my school. I'll be on the lookout for another Jaime Bailey institute!"*

– Jeannie Abt, Elementary Supervisor



## About BER Institutes

### Outstanding Instructors

All programs are led by outstanding, top-rated BER national trainers.

### Extensive Digital Resource Handbook

You'll receive an extensive digital Resource Handbook full of practical strategies and resources.

### Highly Interactive

You'll be able to ask questions, consult with the instructor, and share ideas with other participants.

### Program Guarantee

As we have for 48 years, we guarantee the high quality of our programs. If you are not satisfied, we'll give you a 100% refund.



# Special Benefits of Attending



*"Jaime is a very energetic presenter. Her strategies are relevant and can be immediately implemented. Thank you!"*

– KATHERYN WARD,  
READING SPECIALIST

## On-Site Training

Most BER seminars can be brought to your school or district in-person or online. See the options at [www.ber.org/onsite](http://www.ber.org/onsite) or call 877-857-8964 to speak to one of our On-Site Training Consultants.

## Extensive Instructional Coaching Digital Resource Handbook

Each participant will receive an extensive digital resource handbook giving you access to countless strategies. The handbook includes:

- Practical habits and actions to accelerate collaborative coaching relationships
- Powerful sample questions and effective feedback examples for strengthening coaching conversations
- Proven coaching structures to increase teacher effectiveness
- Formative assessment tools along with data and goal setting tools
- Resources for documentation of the coaching cycle, planning tools, note taking, and more

## Consultation Available

Jaime Bailey will be available at the institute for consultation regarding your questions and the unique needs of your own program.

## Meet Inservice Requirements / Earn State CEUs

Participants of Live Online Institutes and those completing the Recorded Version online can receive a certificate of participation that may be used to verify ten continuing education hours. For details about state CEUs available, visit [www.ber.org/ceus](http://www.ber.org/ceus)

## Earn One to Four Graduate Semester Credits



Up to four graduate-level professional development credits are available with an additional fee and completion of follow-up practicum activities. Details may be found at [www.ber.org/credit](http://www.ber.org/credit)

## Can't Attend?

### Other Professional Development Options:



#### Recorded Version of the Institute

Order the recorded version of this institute to take online at your convenience. You'll have 90-day access to the entire course and to the extensive digital resource handbook. To enroll, see registration form on page 7, and for optional CEUs and graduate credit, please visit [www.ber.org/credit](http://www.ber.org/credit)



#### Related On-Demand Online Courses

BER offers educators a wide range of online courses that are affordable, fun, fast, and convenient. BER is now offering On-Demand Video-Based courses. You may earn optional graduate-level credits for most courses. See the catalog of available courses at [www.ber.org/online](http://www.ber.org/online)

# Maximizing Your Effectiveness as an INSTRUCTIONAL COACH

## Registration (AIB6S1)

- ☐ **1. March 17-18, 2026** (Start time: 9 AM Eastern)  
—or—  
☐ **2. I'd like to order the recorded version of this institute**

FIRST NAME M.I. LAST NAME

POSITION, SUBJECT TAUGHT GRADE LEVEL

SEMINAR NUMBER: \_\_\_\_\_ (Please see list above)

### List additional registrants on a copy of this form

SCHOOL NAME

SCHOOL MAILING ADDRESS

CITY & STATE ZIP CODE

SCHOOL PHONE NUMBER HOME PHONE NUMBER

( ) ( )

### Registration confirmations and login details are sent via e-mail

E-MAIL ADDRESS (REQUIRED FOR EACH REGISTRANT)

HOME MAILING ADDRESS

CITY & STATE ZIP CODE

## IMPORTANT – PRIORITY ID CODE: EAIB6S1

### METHOD OF PAYMENT – Team Discount Available

The registration fee is \$595 per person; for teams of three or more registering at the same time, the fee is \$545 per person. **Payment is due prior to the program.** No cash, please.

- ☐ A check (payable to **Bureau of Education & Research**) is attached  
☐ A purchase order is attached, P.O. # \_\_\_\_\_  
(Be sure to include priority ID code on the P.O.)  
Cards accepted: MasterCard, VISA, Discover, AMEX

Account # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ MO/YR

Billing Zip Code: \_\_\_\_\_ 3 Digit CVV Code: \_\_\_\_\_  
(Found on back of card)

Please print name as it appears on card

### FIVE EASY WAYS TO REGISTER:



**SCAN QR code or visit:**  
**at.ber.org/regAIB**



**EMAIL this form to: register@ber.org**



**PHONE toll-free: 1-800-735-3503**  
(Weekdays 5:30 am - 5:00 pm Pacific Time)



**FAX this form to: 1-425-453-1134**



**MAIL this form to: Bureau of Education & Research**  
915 118th Avenue SE • PO Box 96068  
Bellevue, WA 98009-9668

### Program Hours

All Live Online Institutes are scheduled 9:00 AM – 3:30 PM in the time zone indicated. Check in 15 minutes prior. Registrants will be sent login information by email four days before their Live Online Institute.

### Fee

The registration fee is \$595 per person; \$545 per person for groups of three or more registering at the same time. Call us at (800) 735-3503 for groups of ten or more. **Payment is due prior to the program.** Fee includes institute registration, a certificate of participation and an extensive digital resource handbook. The fee is the same for Live Online Institutes or Recorded Institutes.

**WA residents:** visit [www.dor.wa.gov/TaxRateLookup](http://www.dor.wa.gov/TaxRateLookup) to find your required WA sales tax rate.

### Cancellation/Substitutions

100% of your paid registration fee will be refunded if you can't attend and notify us at least 10 days before the institute. Late cancellations made prior to the event date will be refunded less a \$15 service fee. Substitutions may be made at any time without charge.

### Program Guarantee

We stand behind the high quality of our programs by providing the following unconditional guarantee: If you are not satisfied with this program, we'll give you a 100% refund of your registration fee.

### Further Questions

Call the Bureau of Education & Research (800) 735-3503 or visit us online at **www.ber.org**



AIB6S1

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## Two-Day Instructional Coach Institute

# Maximizing Your Effectiveness as an INSTRUCTIONAL COACH



An outstanding two-day Live Online Institute

Includes an extensive digital Resource Handbook

Can't Attend? Order the Recorded  
Version to access online at your convenience

**BER**  
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Research

## Two-Day Instructional Coach Institute

# Strengthen Your Instructional Coaching Skills

AIB651

## Two-Day Instructional Coach Institute

# Maximizing Your Effectiveness as an INSTRUCTIONAL COACH

**BER**  
Bureau of Education & Research

Live Online Institute  
or Recorded Version



A Unique Two-Day Live Online Instructional Coach Institute  
(Also available as a Recorded Online Version to Use at Your Convenience)

Presented by

## Jaime Bailey

Outstanding Teacher, Instructional Coach and Trainer

**Powerful coaching techniques** that motivate buy-in when  
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**Proven ways to inspire change** while engaging in coaching  
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**Highly effective ways** to build successful, collaborative coaching  
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