

# ASPIRING TO SENIOR LEADERSHIP CONFERENCE

## Keynote Speakers include:

**Danny Bullock**

*Principal, Leeds East Academy*

**Marina Gaze**

*HMI Ofsted Inspector*

**Patrick Ottley-O'Connor**

*Former Exec Headteacher, Leadership coach, and  
NPQEL facilitator*

**Jon Tait**

*Deputy CEO and Director of School Improvement at  
Areté Learning Trust*

**Tim Hudson**

*Leadership and development expert, trainer and  
consultant*

**Alice Miller**

*Deputy Head Brentwood School, Chartered College of  
Teaching board member*



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## CONFERENCE FOCUS

In this current educational climate, it has never been more important to develop and encourage those who are aspiring to take on the mantle of leadership.

This forward looking course is aimed at those ambitious middle leaders preparing to take the next steps in their career progression, as well as those dynamic leaders who are already in a senior position with responsibility for spotting potential and strengthening their senior leadership team.

Designed for 2023, this valuable and informative conference will include ways to hone leadership skills and behaviours and explore strategies to promote and signal leadership potential.

Keynote Educational is proud to offer this conference, which brings together leading experts and practitioners in the field of educational leadership. It will explore the specific challenges faced by senior leaders in 2023. Keynote speakers include **Danny Bullock**, an outstanding Principal, focusing on *excellence in Senior Leadership*; current Ofsted Inspector **Marina Gaze**, whose session will focus on *how excellent Senior Leadership is demonstrated*, and **Patrick Ottley-O'Connor** exploring the characteristics Middle Leaders need to develop so that they are ready for the next steps?

The conference also includes sessions on *practical approaches to professional development, the variables of being in Senior Leadership, steering difficult conversations, fostering excellence in a highly effective leadership team, breaking engrained habits in staff thinking, and demonstrating successful change to Inspectors.*

## WHO SHOULD ATTEND?

- Heads of MATs, Trusts, Alliances
- Headteachers, Principals
- Deputy Heads, Vice Principals
- Assistant Heads
- Senior Leaders and Leaders with responsibility for internal promotion
- Aspirant Leaders
- Middle leaders who are aspiring to Senior Leadership

## BENEFITS OF ATTENDING

- What is it like moving from middle management to a strategic leadership position?
- Move from department-thinking to thinking for the whole school
- Discover the traits of vibrant senior leadership teams and how they demonstrate excellence
- Plan to lead difficult conversations
- Engage with the importance of systematic implementation
- Gain insights into the benefits of creating a leadership programme to help middle leaders make the step up to Senior Leaders
- Evaluate the difference between a department's vision for change, and how this can be scaled up to a whole school vision
- Explore dynamic strategies that are effective in raising expectations

## PROGRAMME

## TIME

<b>Introduction &amp; Welcome</b>	10.00am - 10.10am
<p><b>KEYNOTE 1: Aiming for Excellence: What it means to be an excellent Senior Leader</b></p> <ul style="list-style-type: none"> <li>● What does a Senior Leader do? The decision making, the key challenges, common mistakes, and owning your areas.</li> <li>● Communicating the vision, conveying the culture, maintaining high expectations and high reward</li> <li>● Balancing leadership tensions, running the team well, spotting the gaps in the life cycle of the role</li> </ul> <p><b>Danny Bullock</b></p>	10.10am - 10.50am
BREAK	10.50am - 11.10am
<p><b>KEYNOTE 2: Taking Advantage of Opportunities to Show Your Potential</b></p> <ul style="list-style-type: none"> <li>● Taking advantage of opportunities, taking on responsibilities and showing your potential</li> <li>● Getting noticed: initiating projects that add value to the whole school</li> <li>● Applying/transferring your departmental strategic perspective into whole school strategic thinking</li> </ul> <p><b>Patrick Ottley-O'Connor</b></p>	11.10am - 11.50am

PROGRAMME *continued*

## TIME

**KEYNOTE 3: What do Ofsted consider as Excellence in Senior Leadership**

11.50am - 12.30pm

- Discovering the qualities that Ofsted find in highly effective Senior Leaders, and vibrant senior leadership teams - how do they demonstrate excellence?
- Exploring the signs that immediately indicate the common traits of an excellent leadership team
- Dynamics of a top leadership team

**Marina Gaze**

LUNCH

12.30pm - 1.30pm

**BREAKOUT STRAND 1**

1.30pm - 2.30pm

**1A Implementing a Bespoke Leadership Development Programme**

- Helping middle leaders make the step up to Senior Leaders; how they can learn to develop
- Widening your approach to teams to foster greater collaborative learning across leaders
- Practical approaches to setting up an evidenced, impact-based approach
- Creating and seeking your own opportunities

**Alice Miller****1B The Day to Day**

- Managing your time effectively, balancing leadership priorities
- 'Triaging' and delegating the workload, to allow you to prioritise your time.
- The variables of the job and keeping a work-life balance - for you and your team

**Tim Hudson****1C Holding people to account at Senior Leadership**

- Plan and steer difficult conversations for performance and areas responsibility
- Holding former peers to account
- Leading and motivating others, who may have previously been close friends and departmental colleagues

**Jon Tait**

BREAK

2.30pm - 2.40pm

**BREAKOUT STRAND 2**

2.40pm - 3.40pm

**2A Leading Change and Managing Complexity**

- Getting new senior leaders to make positive contributions where they are now a part of the decision making processes
- Fostering dynamic excellence in a highly effective leadership team
- High expectations, high challenge, and high support - what does this look like across a top leadership team?

**Jon Tait****2B Practical Strategies to deal Complexities in Leadership**

- Strategies to apply when dealing with staff reluctance
- Breaking engrained habits in staff thinking
- Recognising times where you need to be tougher, implementing strategies, and knowing how to deal with it
- Exploring the tools you can use to get what you want; what do you need to address, or deal with in a professional way?
- Managing challenging conversation with different audiences; governors, staff, parents, students

**Danny Bullock****2C Exploring dynamic strategies that are effective in changing culture**

- What effective approaches and methods are employed to change culture?
- Demonstrating successful change to Inspectors

**Marina Gaze**

## Keynote Speakers

**Danny Bullock** is Principal at Leeds East Academy, having initially joined the school in 2013 through the Teach First programme as an ICT Teacher. During his training with Teach First, Danny was selected to give the closing speech to 1,500 fellow trainees for the whole UK at the national closing ceremony. Danny has been a speaker at conferences in London and Birmingham about inclusion at LWA. Danny has completed the Teaching Leaders Fellows programme, SSAT Leadership Programme and his NPQH with Teach First.



Since leaving full-time employment with Ofsted in 2015 **Marina Gaze** has specialised in supporting education leaders to rapidly improve their provision.

She has 25 years' inspection experience and is a current Ofsted inspector. As Ofsted's Deputy Director for Further Education and Skills, she was responsible for inspection policy and methodology. She developed and delivered Ofsted's Masters' Degrees in Inspection and Regulation with the University of Warwick and with the Institute of Education.

She holds several board positions and helps boards learn how to support, challenge and work effectively. She is in strong demand as a speaker, trainer and coach



**Patrick Ottley-O'Connor** has been a Headteacher and Executive Headteacher for 18 years across secondary, primary, and special schools. He coaches aspiring, new, and experienced SLT, headteachers, and CEOs, particularly those facing significant challenge both in the UK and internationally. Additionally, Patrick has facilitated NPQML and NPQEL, lectured on Masters degree leadership programmes, and led leadership study visits to high performing USA Charter Schools.



**Jon Tait** is Deputy CEO and Director of School Improvement at the Areté Learning Trust, comprising of three large secondary schools and sixth form colleges in North Yorkshire. Prior to this role, Jon worked in three diverse North East Schools for 20 years, with 15 of those being as a school leader in a range of senior leadership positions. Most recently, as Deputy Headteacher and Director of Teaching School, Jon was responsible for the strategic leadership of teaching and learning, professional development, initial teacher training and external school-to-school support. Jon is an education speaker and author, having books published on areas ranging from classroom pedagogy, to educational research and school leadership.



**Tim Hudson** is a leadership and development expert in the education sector. Backed by a degree in management, he has worked with a wide variety of people, from aspiring leaders to senior managers. Tim has run in-house programmes developing leadership in teachers and pupils in HMC schools, including a pioneering year-long leadership course accredited by ILM programmes, and led leadership study visits to high performing USA Charter Schools.



**Alice Miller** joined Brentwood School in 2019 as Deputy Head responsible for Staffing, Co-Curricular, and Operations. Prior to joining Brentwood, Miss Miller held the Vice Principal responsibilities for Teaching and Learning and for Curriculum at The UCL Academy in Camden, London and beforehand was an Assistant Principal at Hendon School in North West London. Miss Miller sits on the Chartered College of Teaching's Assessment Board as well as being a permanent member of the Advisory Panel for the RE PGCE at the Institute of Education.



**“ Superb. A supreme amount of experience and knowledge shared in such a generous and sensitive way. I was really impressed and it gave me so much to focus on and implement within the school. ”**

Mayville High School, March 2022

**“ Fantastic Day – great to network and delve into Ofsted framework to highlight areas to focus on. Good pace and very informative. ”**

Assistant Principal, Worcester Academy, March 2022

**“ All speakers were excellent, engaging, approachable, thought provoking! ”**

Northwest Technology College, January 2022

### COSTS

<b>1st delegate rate</b>	<b>£349 + VAT</b>
<b>2nd delegate rate</b>	<b>£329 + VAT</b>
<b>3rd delegate rate</b>	<b>£309 + VAT</b>

### Costs include:

- all speaker presentations
- full set of conference notes
- materials, and resources
- CPD Certificate

# Keynote

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