



THINK  **AGAIN** **EDUCATION**

CONTENTS

• Introduction	3
• Who are we	4
• What we do	5
• 1-day courses:	6
• Leading through the unknown	6
• Unlocking resources for your school	8
• Communication for school leaders	10
• Working with us	12
• How can we help you?	13
• Meet the Think Again Education team	14
• Richard Gerver	14
• Marc Jaffrey OBE	15
• David Bell	15
• Michelle Wright	16
• Nick Gandon	16
• Ian Parkinson	17
• Jane Bolger	17
• Contacts	18

“I want to give school leaders an approach that means they can start to initiate transformation tomorrow. That’s what Think Again Education is all about.”

Richard Gerver, Think Again Education

START MAKING CHANGES NOW WITH THINK AGAIN EDUCATION

TRAINING FOR SCHOOL LEADERS TO SHAPE THE FUTURE OF EDUCATION

- Do you dream about making big changes to your school?
- Do you feel held back by circumstances, politics or red tape?
- We believe there has never been a better time to take control and innovate
- Create the school you really want to lead

"I genuinely believe that your message has launched a period of transformation that will ultimately see our students learning in an environment that truly prepares them for the challenges they will face in the future."

ABOUT US

WHO WE ARE

We are a group of world-renowned educators, change leaders, campaigners and communication experts.

Our mission is simple: to use our expertise to help you turn your vision for your school into a reality.

You know what children and young people really need from their experience of school. We know how to support people and organisations that want to change.

Together we can accelerate any changes needed to achieve your vision.

Let us combine our skills in managing change with your skills in leadership. Together we can raise standards and prepare children better for life in the 21st Century.

“You clearly showed that we have a chance to change our children’s lives. Your session has led to a total change of direction regarding the way the curriculum is being planned for the future, and there is a buzz about the whole place, which is fantastic.”

ABOUT US

WHAT WE DO

Think Again Education offers a mixture of training, learning experiences and consultancy that is unlike anything you have experienced before.

We see headteachers as entrepreneurs, running the most important business on earth. We understand your drive for excellence and your desire to innovate and change so that every pupil can be their best.

We have designed a mix of training, coaching and learning experiences for innovative school leaders that draws on best practice in business and industry as well as from the education sector. Our trainers are from different backgrounds and our venues are environments that will inspire you.

We will take you outside your day job and give you a range of skills and tools to enhance your work back in.

Our goal? To help you to raise standards and increase children's skills and capacities so they can have happy, successful, and productive futures.

“Very useful and interactive. Loved the Paxman questioning as, although it was challenging, it was great practice. I have learnt a lot.”

LEADING THROUGH THE UNKNOWN

This 1-day course on change management takes the challenges you face and turns them into opportunities. It is designed specifically for forward-thinking head teachers who are committed to innovation.

We'll show you how to begin to change your school, how to ensure that change is sustainable and how to measure change.

You will work with world-class educators and successful leaders from other complex organisations who can draw on their experiences and expertise and relate it to the tasks you face in developing your vision for your school.

The benefits to you and your school will be:

- An approach to change that is based on simple, tried and tested principles that you can learn and use quickly to start making an impact
- Insights and tips on how other organisations manage similar changes to you
- Access to tools to implement change smoothly
- Access to change experts and like minded educators who can help you to grow your networks and support you as a visionary school leader
- Staff who feel more empowered to lead and support change

1-DAY COURSES

LEADING THROUGH THE UNKNOWN

Book now and take advantage of the opportunity to make changes in your school for the better, from tomorrow.

We currently have courses running in the following locations: [London](#), [Birmingham](#) [Devon](#) and [Leeds](#)

See our website thinkagaineducation.co.uk for dates.

Course fee: £285 plus VAT

All refreshments, lunch and course materials are included. Book now on our website or by emailing: bookings@thinkagaineducation.co.uk

Can't see a course near you? Then why not find out more about our INSET offer? Email: david@thinkagaineducation.co.uk



“Excellent training and very comfortable atmosphere. It was brilliant to have the opportunity to come into contact with such seasoned professionals as yourselves.”

UNLOCKING RESOURCES FOR YOUR SCHOOL

This 1-day course on fundraising looks at how to raise funds and resources to support your school and how to build and maintain partnerships to secure investment over the long term. We'll help you understand how the worlds of corporate, charitable and philanthropic fundraising work and what makes you attractive to them.

We'll help you develop and sell your ideas to potential funders. You'll meet the UK's leading experts on fundraising and brokering partnerships, our partner organisation Cause4.

Learn from them how successful projects can not only attract funding but also deliver outstanding results.

You'll leave understanding the nuts and bolts of fundraising and how to establish and maintain successful partnerships.

The benefits to you and your school will be:

- Establishing a clear understanding of what motivates and drives different types of funders who may be interested in your school
- Seeing what makes your school appealing to potential funders, whether you are looking for finances or other types of support or resources
- Practical knowledge of developing projects that have a real impact
- Practical guidance on approaching funders and potential partners
- The confidence to explore new streams of revenue and resources on your doorstep, as well as nationally and internationally
- Putting in place a framework to build and maintain successful partnerships

1-DAY COURSES

UNLOCKING RESOURCES FOR YOUR SCHOOL

Book now and take advantage of the opportunity to increase funding and resources for your school

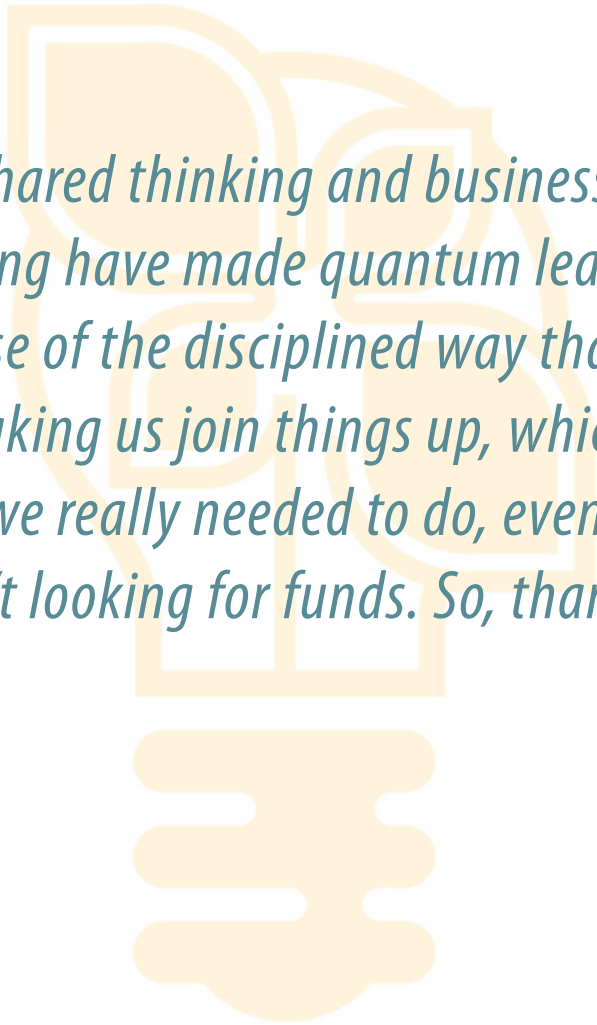
We currently have courses running in the following locations: [London](#), [Birmingham](#), [Devon](#) and [Leeds](#)

See our website thinkagaineducation.co.uk for dates.

Course fee: £285 plus VAT

All refreshments, lunch and course materials are included. Book now on our website or by emailing: bookings@thinkagaineducation.co.uk

Can't see a course near you? Then why not find out more about our INSET offer? Email: david@thinkagaineducation.co.uk



“Our shared thinking and business planning have made quantum leaps because of the disciplined way that you are making us join things up, which is what we really needed to do, even if we weren't looking for funds. So, thank you.”

COMMUNICATION FOR SCHOOL LEADERS

This 1-day course will give you the skills to communicate simply and powerfully as you lead through change.

When people understand clearly what they need to do and why, they are empowered to start acting. Great communication before, during and after change of any kind is one of the most important ingredients of making change successfully. Strong leaders have to be strong communicators.

You will work with an unrivalled team of experts in communication, journalism and reputation management. Together we will help you to develop your key messages and tailor them to different audiences and different presentation demands. We will give you the skills to use the media pro-actively and to manage the media under pressure.

The day includes working on presentation and interview skills for radio and TV to experience what it's really like under the media spotlight. It's an experience that will stand you in good stead in any communication situation.

The benefits to you and your school will be:

- A clear strategy for saying what you want and need to say to gain support for the changes you want to make
- Clear, key messages that target the right audiences, communicated confidently
- An understanding of how the media works and how important it can be to the success and reputation of your school
- The ability to deal with difficult or hostile questioning and scrutiny
- Understanding why you should not ignore social media, and how you can use it to your advantage

1-DAY COURSES

COMMUNICATION FOR SCHOOL LEADERS

- Knowledge of how to prevent a communication crisis developing, and what to do if you are caught up in one beyond your control
- The ability to promote the many good news stories that come from your school
- Improved skills in writing, speaking and presenting

“The Times coverage has flushed out the media for us, which is very positive... It’s not every day that PM, Woman’s Hour and Newsnight are phoning me direct!”

Book now and build on your communication skills so that you can carry people with you through change, manage the media and promote the success of your school.

We currently have courses running in the following locations: [London](#), [Birmingham](#), [Devon](#) and [Leeds](#)

See our website thinkagaineducation.co.uk for dates.

Course fee: £285 plus VAT

All refreshments, lunch and course materials are included. Book now on our website or by emailing: bookings@thinkagaineducation.co.uk

Can’t see a course near you? Then why not find out more about our INSET offer? Email: david@thinkagaineducation.co.uk

LET'S WORK TOGETHER

WORKING WITH US

We turn talking about change into making changes that have real impact.

We'll help you to:

- Identify the changes you want to make
- Communicate powerfully the need for change to your staff, pupils, parents and stakeholders
- Empower your teams and individuals to drive through change
- Put in place the conditions that allow staff, parents and pupils to make an impact and deliver great, measurable results
- Create a culture that can keep adapting to new demands

We work with heads, senior leaders and their staff in the following ways:

- Tailor-made programmes to help you manage change in your school.
- Highly produced 1-day courses in inspiring venues, where you can get off the treadmill and work with like-minded people to fuel your drive for change (see courses and locations on pages 6 to 11)
- Bespoke training for leaders in self-selecting groups or clusters of schools
- INSET training with leaders and/or wider staff groups
- Executive coaching designed specifically for senior school leaders

LET'S WORK TOGETHER

HOW CAN WE HELP YOU?

Book on one of our 1-day courses now to start shaping the future of education in your school.

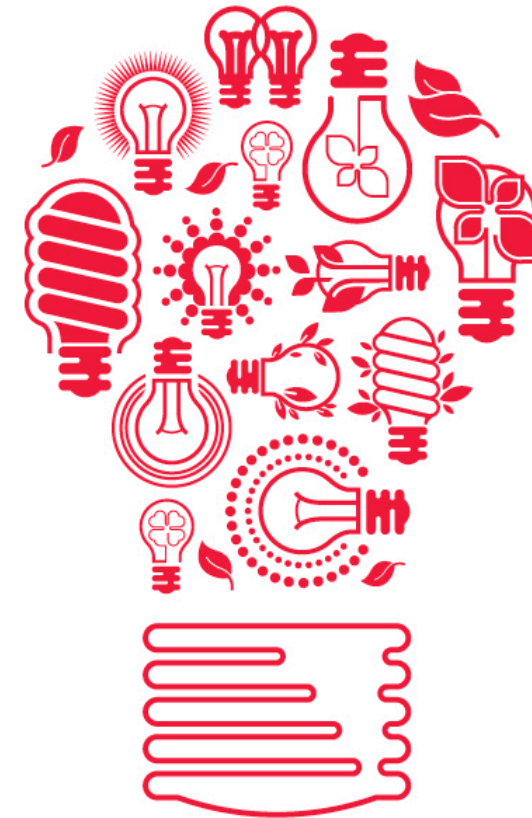
We love it when school leaders contact us to tell us about their dreams for their schools.

We listen and work out the best way forward. We'll work with you for as long or as little as it takes to help you achieve your goals.

Or you can start working with us immediately by booking on one of our 1-day courses detailed on pages 6 to 11. You're guaranteed to meet like-minded leaders who can share their vision with you and help you to shape yours.

Feel free to contact us with any queries or talk to us directly about the support you are looking for. We'll suggest the best solution for you and your school.

To find out more, contact our Director of Change Management, David Bell: david@thinkagaineducation.co.uk



TAKE CONTROL. CREATE THE SCHOOL YOU REALLY WANT TO LEAD,

MEET THE THINK AGAIN EDUCATION TEAM

Richard Gerver



Award-winning former headteacher, writer and speaker who works all over the world advising schools, governments, companies and organisations on innovation in education and business. Richard is the author of *Creating Tomorrow's Schools Today*.

“A great mixture of insight, entertainment and experience. Richard has great credibility having led a school through genuine transformation, and allies this with a passion and commitment to enable others both in education and elsewhere.”

PEOPLE

MEET THE THINK AGAIN EDUCATION TEAM

Marc Jaffrey OBE



Education campaigner and former government adviser who led the most successful arts campaign in UK history, the Music Manifesto. Marc continues to influence arts and education policy in the UK and abroad.

David Bell



Creator of the acclaimed change process, The Organisational Orchestra, which gives leaders and businesses worldwide the day-to-day practical skills and tools to deliver tangible, sustainable change. David works with a range of blue chip companies.

PEOPLE

MEET THE THINK AGAIN EDUCATION TEAM

Michelle Wright, Cause4



Award winning fundraiser who works with national charities and consults for FTSE 100 brands on their cultural sponsorship programmes. Michelle is skilled in brokering deals between commerce and education.

Nick Gandon, Cause4



Former Director of the Cricket Foundation who is an expert in securing funds from philanthropists, corporate sponsors and grant-making trusts. Nick has also taught and worked as a senior manager in schools.

PEOPLE

MEET THE THINK AGAIN EDUCATION TEAM

Ian Parkinson



Radio producer, journalist, and former Managing Editor of BBC Radio 1. Ian is a communication expert who works with household brands and household names that depend upon embracing change to innovate and flourish.

Jane Bolger



Journalist and broadcaster who has steered teams of people through challenges in an ever evolving industry. Jane is skilled in devising training that meets the precise needs of groups or individuals.

BOOKINGS AND ENQUIRIES

CONTACTS

Telephone: +44 (0)7702 811 281

Website: thinkagaineducation.co.uk

Bookings: bookings@thinkagaineducation.co.uk

INSET enquiries: david@thinkagaineducation.co.uk



© Think Again Education 2011. All rights reserved.

COMMUNICATION... EMPOWERMENT... IMPACT