

The 4 Essential Roles of LEADERSHIP™



A FRAMEWORK FOR SUCCESS FOR LEADERS EVERYWHERE

The world is changing at an unprecedented pace. Every day, administrators and educators are making countless decisions and facing problems they've never encountered before in their schools, districts, and communities. What worked yesterday can change overnight. The speed is relentless, the stakes are high, but the rewards are great for those who can lead a team to consistently achieve extraordinary results. So how can leaders stay ahead of the curve and differentiate themselves and their teams when so much is changing so quickly?

MEET THE 4 ESSENTIAL ROLES OF LEADERSHIP

Even in the most turbulent times, there are four roles leaders play that are highly predictive of success. We call them **essential** because as leaders consciously lead themselves and their teams in alignment with these roles, they lay the foundation for effective leadership.

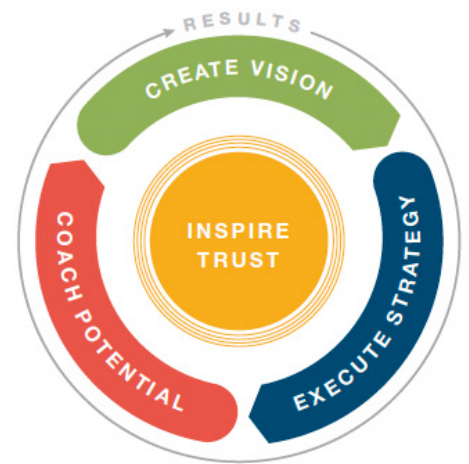
Upcoming Workshop

Date: March 24, 2026 | 8 am - 3 pm

Location: Francis Walsh Intermediate School
185 Damascus Road
Branford, CT 06405

Lunch will be provided

REGISTER HERE:



THE RESEARCH AND THE SOLUTION

FranklinCovey spent years learning what organizations, districts, and schools need from their leaders today and in the future. We discovered they need leaders who could:

- Think BIG and adapt quickly.
- Translate strategy into meaningful work.
- Coach people to a higher performance.
- Ceate a culture of trust on their team.

The 4 Essential Roles develop leaders who can master these skills consistently, within FranklinCovey's unique framework that focuses on developing who a leader is as well as what a leader does.

ROLE	OUTCOME/OBJECTIVE
Inspire Trust	Trust starts with a leader's own character and competence—the credibility that allows leaders to intentionally build a culture of trust.
Create Vision	Effective leaders create a shared vision and strategy, and communicate it so powerfully that others join them on the journey.
Execute Strategy	Leaders must not only think big, but also execute their vision and strategy all the way through to completion, with and through others.
Coach Potential	Effective leaders develop the leadership potential in others and improve performance through consistent feedback and coaching.

WHAT PARTICIPANTS ARE SAYING

“Too many educational leaders master the technical or content-focused work of leadership but miss the human work that drives results. The 4 Essential Roles of Leadership are a game changer because they shift leaders from managing tasks to modeling trust, clarifying purpose, aligning systems, and empowering people to win. By creating the conditions and a compelling vision, leaders bring clarity, meaning, and confidence to their work. When excellence is expected, results are owned, and systems endure beyond the leader, schools don't just improve; they thrive sustainably. I hold this professional learning in highest regard because it fundamentally elevates how leaders think, lead, and deliver results.”

—Christopher Roche
Superintendent, Woodstock
Public Schools

“The 4 Essential Roles was an inspirational workshop and should be mandatory for all school administrators.”

—Superintendent, Arkansas