

High-Impact TEAMS in a PLC at Work® Institute

Houston, TX • June 22–24, 2026

Monday, June 22

7:00–8:00 a.m.	Registration and Continental Breakfast	Rooms TBD
8:00–9:45 a.m.	Keynote —Michelle Marrillia <i>The Team Advantage: Creating a Culture of Collective Success</i>	
	Team Huddle	
9:45–10:00 a.m.	Break	
10:00–11:30 a.m.	Breakout Sessions	See page 3.
11:30 a.m.–1:00 p.m.	Lunch (on your own)	
1:00–2:30 p.m.	Breakout Sessions	See page 3.
2:30–2:45 p.m.	Break	
2:45–3:45 p.m.	Team Challenges Forums —Participants work through common and complex real-life scenarios that teams face in schools.	

Tuesday, June 23

7:00–8:00 a.m.	Registration and Continental Breakfast	Rooms TBD
8:00–9:45 a.m.	Keynote —Bob Sonju <i>Simplifying the Journey: Collaboration, Consistency, and Clarity in a PLC at Work</i>	
	Team Huddle	
9:45–10:00 a.m.	Break	
10:00–11:30 a.m.	Breakout Sessions	See page 3.
11:30 a.m.–1:00 p.m.	Lunch (on your own)	
1:00–2:30 p.m.	Breakout Sessions	See page 3.
2:30–2:45 p.m.	Break	
2:45–3:45 p.m.	Guided Work Session —Presenters lead a discussion on next steps for participants to focus on.	

Wednesday, June 24

7:00–8:00 a.m.	Continental Breakfast	Rooms TBD
8:00–9:30 a.m.	The Application Lab —Participants practice an essential collaborative skill or create a specific work product that they can take back and use with their teams.	See page 3.
9:30–9:45 a.m.	Break	
9:45–10:00 a.m.	Moment of Gratitude	
10:00–11:45 a.m.	Keynote —William M. Ferriter <i>Changing Practices Means Changing Your Peers: How to Move Resistant Colleagues Forward</i>	

Agenda is subject to change.

Breakout Sessions at a Glance

Rooms will be listed in [blue](#) beneath titles three weeks before the event.

Presenter	Monday, June 22		Tuesday, June 23		Wednesday, June 24
	10:00–11:30 a.m.	1:00–2:30 p.m.	10:00–11:30 a.m.	1:00–2:30 p.m.	8:00–9:30 a.m.
William M. Ferriter	Our Team Doesn't Share Standards: Structuring High-Impact Teams for Singleton Teachers Room TBD	Making Students Learners: How High-Impact Teams Build a Culture of Learning in Their Classrooms Room TBD	Classroom Instruction That Works: Understanding the Research Behind High-Impact Teaching Practices Room TBD	When Students Don't Learn: Studying Tier 2 Intervention Strategies Used by High-Impact Teams Room TBD	Let's Practice: Differentiating Support for Teams at Every Stage of Development Room TBD
Michelle Marrillia	Safe and Sound: Turning Tough Conversations Into Team Breakthroughs Room TBD	Empowering Team Leaders: Practical Moves to Guide High-Impact Teams Room TBD	Maximizing the Power of Collaboration: How High-Impact Teams Break Free From PLC Lite Room TBD	Sustaining Team Progress: Celebrating Success and Addressing Setbacks on High-Impact Teams Room TBD	Let's Practice: Aligning Team Goals to Impact Student Achievement Room TBD
Michael L. McWilliams	Culture Keepers: How to Create a Healthy Team Culture That Ensures High Levels of Learning for All Room TBD	From Artifacts to Action: Using Evidence of Learning to Drive the Work of High-Impact Teams Room TBD	Navigating Roadblocks: Addressing Common Challenges Faced by High-Impact Teams Room TBD	From Stumbling Blocks to Stepping Stones: Navigating Conflict and Building Trust on High-Impact Teams Room TBD	Let's Practice: Designing Next Steps for High-Impact Teams Room TBD
Bob Sonju	The PLC Blueprint: Laying the Foundation for High-Impact Teams in a PLC Room TBD	Seven Steps for Team Success: Designing High-Impact Units of Instruction Room TBD	The Leadership Lens: Actions to Support the Work of High-Impact Teams Room TBD	The Genius in the Room: Leveraging Team Strengths for Collective Learning and Growth Room TBD	Let's Practice: Collaboration Scene Investigators Examine the Evidence of Effective Collaboration Room TBD
Katie White	Building Healthy Assessment Cultures on High-Impact Teams Room TBD	Facilitating Assessment Conversations to Grow Capacity and Build Shared Understanding Room TBD	From Targets to Assessment Planning: How High-Impact Teams Design Assessment to Inform Decision Making Room TBD	Feedback That Feeds Forward: How High-Impact Teams Engage Students in Their Assessment Response Room TBD	Let's Practice: Analyzing Data and Student Work to Inform Strengths and Next Steps Room TBD

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Session Descriptions—Day 1

KEYNOTE

Michelle Marrillia

The Team Advantage: Creating a Culture of Collective Success

High-impact teams are not formed by chance but intentionally built on a foundation of trust and a shared commitment to success. Michelle Marrillia explores how nurturing a culture of collaboration can enhance teaching practices and ensure that all students thrive. Participants learn how even high-performing educators can benefit from the collective strength of a team while also addressing common barriers that prevent teams from reaching their full potential. Michelle provides practical strategies and real-world examples to help cultivate high-impact teams. Participants discover how to turn obstacles into opportunities, creating an environment where collaboration fosters meaningful, student-centered success.

MORNING BREAKOUT SESSIONS

William M. Ferriter

Our Team Doesn't Share Standards: Structuring High-Impact Teams for Singleton Teachers

One of the greatest challenges in a professional learning community is finding meaningful collaborative opportunities for singleton teachers: those who are the only ones in their school teaching a particular subject, grade level, or specialty area. Without a structured approach, these educators can find themselves professionally isolated, missing out on the rich learning and problem solving that come from true collaboration. Participants in this session explore three high-impact solutions for integrating singletons into the PLC process, identify the teaming structure that best fits their unique context, and begin developing an action plan for meaningful collaboration.

Participants in this session:

- Analyze the unique challenges singleton teachers face in PLCs and explore three viable collaboration structures: interdisciplinary teams, electronic teams, and vertical teams.
- Assess the advantages and disadvantages of different teaming options and determine which model best fits their school's needs.
- Outline concrete steps to create more meaningful learning opportunities for singleton teachers.

Michelle Marrillia

Safe and Sound: Turning Tough Conversations Into Team Breakthroughs

In this session, Michelle Marrillia provides practical structures and protocols to foster a culture of open communication and collaboration, even during challenging times. Participants gain confidence in navigating difficult conversations, building trust, and empowering their team to

prioritize student success. Team leaders, coaches, and administrators gain ready-to-use tools to ensure every conversation is safe, productive, and purpose driven.

Participants in this session:

- Understand how to foster psychological safety by applying strategies that ensure all voices are valued.
- Learn how to use structured tools (like the clarity protocol and equity round) to guide sensitive conversations.
- Recognize how to set and reinforce norms that build trust, accountability, and shared focus.

Michael L. McWilliams

Culture Keepers: How to Create a Healthy Team Culture That Ensures High Levels of Learning for All

Culture is the heartbeat of any organization, shaping attitudes, behaviors, and outcomes. In a PLC at Work, culture influences every aspect of collaborative teams and their ability to drive high levels of student achievement. As the saying goes, "Culture eats competence for breakfast." In this session, Michael L. McWilliams explores the critical differences between climate and culture and provides practical, mission-driven strategies to cultivate a learning-for-all culture. Participants unlock the power of culture and transform their schools into mission-driven communities of success.

Participants in this session:

- Discover actionable strategies to establish and maintain a healthy school culture centered on student success.
- Analyze the cultural shifts necessary to support an effective PLC at Work.
- Learn how to foster an environment where every educator is empowered to thrive professionally and contribute to collective goals.

Bob Sonju

The PLC Blueprint: Laying the Foundation for High-Impact Teams in a PLC

What turns a group of teachers into a powerful PLC team? In this interactive, high-energy session, participants discover the key differences between groups that simply meet and teams that truly collaborate to ensure learning for all students. Participants explore how shared purpose, trust, and collective responsibility transform collaboration into results. Participants gain practical tools and clear next steps to build high-impact PLC teams that make a measurable difference in student learning and team efficacy.

Participants in this session:

- Understand the difference between a group of educators and a true high-performing PLC team.
- Recognize the key behaviors and mindsets that make PLC teams highly effective.

Katie White

Building Healthy Assessment Cultures on High-Impact Teams

Sometimes, despite best intentions and dedicated work, focusing on assessment as a team feels like too much effort for too little gain. Healthy assessment cultures require connection, curiosity, creativity, and shared commitment over time. When team assessment cultures are healthy, the design, analysis, and response to assessment evidence enables both teacher teams and students to advance learning in the best ways possible. Participants in this session consider the health of their team's assessment culture and use scenarios to explore ways to make the use of assessment a positive process for everyone involved.

Participants in this session:

- Explore the cultural conditions and indicators of healthy (and unhealthy) team assessment cultures.
- Examine the relationship between assessment use and the beliefs, values, and needs of teacher teams and the students they serve.
- Reflect on personal contexts and select ways to nurture an increasingly healthy team assessment culture.

AFTERNOON BREAKOUT SESSIONS

William M. Ferriter

Making Students Learners: How High-Impact Teams Build a Culture of Learning in Their Classrooms

Studying how to teach state standards is essential for academic success, but it's only the beginning. Many students struggle not because of the curriculum's rigor, but because they have yet to develop the mindsets that foster successful learning. Building these mindsets in every learner is a key focus of high-impact teams.

In this session, career classroom teacher and Solution Tree author William M. Ferriter introduces the four essential mindsets that unlock students' potential and motivation. Participants learn practical strategies to cultivate these mindsets, equipping students to tackle academic standards confidently.

Participants in this session:

- Identify the mindsets that drive student motivation and learning.
- Discover effective strategies for teaching and reinforcing these mindsets.
- Discuss team-based steps to assess and support students' growth in adopting essential mindsets for learning.

Michelle Marrillia

Empowering Team Leaders: Practical Moves to Guide High-Impact Teams

Ready to take your PLC leadership to the next level? In this session, Michelle Marillia provides team leaders with a simple, powerful three-step system to focus their team's work, boost collaboration, and lead data-driven decisions that actually move the needle. Participants gain tools, strategies, and confidence to transform their meetings from "just getting through the agenda" to impactful, student-centered action.

Participants in this session:

- Understand how to set the course by aligning team goals with schoolwide priorities.
- Learn how to guide the process using roles and norms to strengthen collaboration.
- Recognize how to sustain momentum through data-driven discussions that lead to results.

Michael L. McWilliams

From Artifacts to Action: Using Evidence of Learning to Drive the Work of High-Impact Teams

Professional Learning Communities at Work are not about producing artifacts; they are about producing results. Yet, the tools and resources created by teams, such as rubrics, learning progressions, common formative assessments (CFAs), and intervention plans, too often sit in binders or on shared drives without ever becoming catalysts for real instructional improvement. Participants in this session explore how to move from simply creating to intentionally using artifacts to drive collective action, improve teaching, and ensure learning for every student. Through case studies, practical strategies, and collaborative reflection, participants learn how to bring artifacts to life as dynamic instruments that inform instruction, guide intervention, and measure progress toward high levels of learning.

Participants in this session:

- Identify the essential artifacts of a PLC at Work and articulate their purpose in supporting student learning.
- Analyze how artifacts such as rubrics, learning progressions, and CFAs can provide actionable evidence to inform instruction and guide team decisions.
- Apply strategies to transform artifacts from static products into living tools that drive collective inquiry, intervention, and continuous improvement.

Bob Sonju

Seven Steps for Team Success: Collaboratively Designing High-Impact Units of Instruction

Transform the way your team approaches instructional unit design! Discover the seven essential steps that high-impact teams use to create powerful learning experiences for students. From making learning visible to designing frequent team assessments that drive results, this session is packed with practical strategies and innovative ideas designed to be used immediately. Walk

away with the tools and inspiration to energize your team, streamline your planning process, and maximize student learning through purposeful instructional unit planning.

Participants in this session:

- Gain a clear understanding of the seven essential elements of effective instructional unit design used by high-impact teams.
- Learn strategies to improve team collaboration, ensuring alignment on learning goals, success criteria, and frequent team assessments.
- Leave equipped with practical tools and actionable strategies to design cohesive, impactful instructional units that drive student learning.

Katie White

Facilitating Assessment Conversations to Grow Capacity and Build Shared Understanding

Assessment has the potential to support hope, efficacy, and achievement for students, but inviting educators to safely and critically reflect on their assessment practices to achieve these ends is no easy task. In this session, Katie White explores creative and practical tools and strategies to facilitate assessment conversations in nonthreatening, emotionally safe ways while still moving in the direction of change and growth. Together, participants experience several of these tools and strategies with time to imagine them in personally relevant contexts. Through the use of these approaches, teams will develop and support connection, curiosity, creativity, and commitment.

Participants in this session:

- Experience strategies and tools that invite important assessment conversations.
- Explore ways to ensure assessment conversations are non-threatening, emotionally safe, and growth oriented.
- Consider how to apply the tools and strategies to personally relevant contexts.

Session Descriptions—Day 2

KEYNOTE

Bob Sonju

Simplifying The Journey: Collaboration, Consistency, and Clarity for Teachers, Teams, and Leaders in a PLC

In PLCs, teams rarely lose focus all at once. More often, they drift—just one degree at a time. This keynote explores how well-intended shifts in focus can slowly pull teams away from the right work and dilute impact on student learning. Participants will learn how to recognize drift, course-correct collaboratively, and stay relentlessly focused on the practices that ensure learning for all.

Participants in this session:

- Gain a clear understanding of the four critical questions of a PLC and how they guide effective collaboration.
- Explore research-based practices that simplify their work while dramatically improving student learning outcomes.
- Gain simple and doable strategies to streamline collective practices.

MORNING BREAKOUT SESSIONS

William M. Ferriter

Classroom Instruction That Works: Understanding the Research Behind High-Impact Teaching Practices

In *Taking Action: A Handbook for RTI at Work*, the architects of the RTI at Work process emphasize that every educator is bound to work hard; the goal, however, is to work hard *and* succeed. For classroom teachers, success comes from applying research-driven practices in Tier 1 instruction. In this session, teacher and Solution Tree author William M. Ferriter provides an introduction to these practices.

Participants in this session:

- Investigate the research foundation outlined in the *Classroom Instruction That Works* series.
- Review practical teaching strategies that align with this research.
- Select a few research-based strategies to implement in their classrooms.

Michelle Marrillia

Maximizing the Power of Collaboration: How High-Impact Teams Break Free From PLC Lite

Is your PLC stuck in the cycle of agendas, logistics, and “just getting through the meeting”? In this session, Michelle Marrillia shows participants how to break free from PLC lite and create a culture where collaboration drives real results for students. Participants explore the cultural shifts and

strategic priorities that transform meetings into high-impact conversations, with the four critical questions of a PLC as their guide. Participants gain practical strategies to set instructional priorities, build shared accountability, and lead their team toward measurable student success.

Participants in this session:

- Create a true PLC by moving teams beyond logistical tasks to focus on meaningful discussions about student learning.
- Use the four critical questions to guide discussions, data analysis, and planning to ensure collaboration remains student centered.
- Establish processes for monitoring team goals, use evidence of student learning to drive continuous improvement, and adapt strategies for greater impact.

Michael L. McWilliams

Navigating Roadblocks: Addressing Common Challenges Faced by High-Impact Teams

In this session, Michael L. McWilliams delves into the art and science of conflict resolution within high-impact teams and emphasizes strategies that transform challenges into opportunities for deeper trust, collaboration, and growth. This session is a must for leaders and team members committed to sustaining high performance and ensuring that challenges serve as stepping stones to success rather than stumbling blocks. Participants are equipped to lead their team through conflict with confidence, clarity, and a renewed commitment to their shared mission.

Participants in this session:

- Explore the dynamics of conflict within high-impact teams and its implications for student outcomes and team productivity.
- Learn actionable strategies to address disagreements, mediate tensions, and build lasting consensus.
- Develop skills to establish and uphold collective commitments that foster a culture of accountability and collaboration.

Bob Sonju

The Leadership Lens: Actions to Support the Work of High-Impact Teams

Whether you are a team, school, or district leader, knowing what to pay attention to can often be a challenge. In this session, Bob Sonju leads participants through a series of strategies and practices that guiding coalitions and highly effective leaders in a professional learning community use to clarify the work to be done, support teachers and teams as they learn, monitor the work of teams, and celebrate small wins throughout the process.

Participants in this session:

- Learn the actions of teams, guiding coalitions, and leaders in a PLC.
- Learn the four keys to leadership in a PLC.
- Utilize proven strategies for monitoring the work of collaborative teams and increasing their effectiveness.

Katie White

From Targets to Assessment Planning: How High-Impact Teams Design Assessment to Inform Decision Making

In this session, Katie White explores critical considerations when crafting assessment experiences for students. Participants investigate assessment purposes, clarify learning progressions using targets, discuss selection of assessment methods, and consider aspects of quality assessment tools and processes. Whether participants aim to create new assessment events or analyze existing assessment practices, this session supports strong assessment design that will result in the best kinds of evidence to support the decision making of high-impact teams.

Participants in this session:

- Practice clarifying proficiency targets and criteria, making them teacher and student friendly.
- Predict challenges students might experience in relation to a goal, such as identifying prerequisite targets and extension targets and mapping formative assessment.
- Explore assessment methods, formats, and tools that offer a valid and reliable body of evidence for teams.

AFTERNOON BREAKOUT SESSIONS

William M. Ferriter

When Students Don't Learn: Studying Tier 2 Intervention Strategies Used by High-Impact Teams

Even with strong Tier 1 instruction, some students still struggle to master essential standards. High-impact teams know that targeted Tier 2 interventions are essential to address these gaps and ensure every student learns. Participants in this session dive into the Tier 2 strategies that high-impact teams use to support students who need additional time and practice. By exploring effective, research-based intervention practices, participants gain practical tools to help all students succeed.

Participants in this session:

- Examine the characteristics of effective Tier 2 interventions used by high-impact teams.
- Explore a range of targeted strategies designed to support students in mastering essential standards.
- Develop an action plan for implementing Tier 2 interventions within their own collaborative teams.

Michelle Marrillia

Sustaining Team Progress: Celebrating Success and Addressing Setbacks on High-Impact Teams

Teams enhance their productivity by adopting reflective practices, celebrating successes, and constructively addressing challenges. In this session, Michelle Marrillia provides participants with

actionable strategies to develop resilience, acknowledge progress, and create momentum for ongoing improvement.

Participants in this session:

- Develop reflective practices that allow teams to assess their effectiveness and identify growth areas.
- Celebrate team achievements to build morale, reinforce positive behaviors, and maintain momentum.
- Address setbacks constructively by focusing on solutions that encourage resilience and continued progress.

Michael L. McWilliams

From Stumbling Blocks to Stepping Stones: Navigating Conflict and Building Trust on High-Impact Teams

Every high-impact team encounters challenges, and conflict is inevitable. The key to success lies in addressing these roadblocks with urgency and intentionality to ensure that the ultimate focus—student learning—remains uncompromised. In this session, Michael L. McWilliams equips participants with practical strategies to manage conflict, build consensus, and foster shared commitments among team members to create a collaborative culture of trust and accountability. Participants gain the tools needed to empower their team to navigate roadblocks and sustain high levels of performance.

Participants in this session:

- Identify common challenges faced by high-impact teams and explore their root causes.
- Understand the critical role of trust in fostering effective collaboration.
- Learn actionable strategies to address conflict and achieve consensus.

Bob Sonju

The Genius in the Room: Leveraging Team Strengths for Collective Learning and Growth

Unleash the genius in your team in this engaging, interactive session that redefines collaboration. It's not just about meeting together—it's about what you do in your collaborative meeting that influences learning. Participants learn how to leverage the unique strengths of their teams to tackle meaningful challenges, find innovative solutions, and focus their collaboration on what truly matters: ensuring high levels of learning for students and teachers. Participants leave with practical strategies to transform their team meetings into purposeful, solution-driven discussions that inspire action and increase student learning.

Participants in this session:

- Understand how to focus team meetings on meaningful challenges and tasks that drive collective learning and improve student outcomes.
- Learn strategies to identify and utilize the unique strengths of team members to foster innovative solutions and purposeful collaboration.

- Learn strategies to transform team meetings into solution-driven discussions that inspire action and enhance student learning.

Katie White

Feedback That Feeds Forward: How High-Impact Teams Engage Students in Their Assessment Response

Feedback is defined as any information that serves as the basis for growth and improvement. When teams use assessment information to engage students in effective and efficient responses, they are ensuring that their feedback is feeding forward into powerful learning. Participants explore methods for offering feedback that students will actually use to improve their learning outcomes. When assessment and decision making are connected, students are empowered to become partners within the learning process, and teams can build their capacity by leveraging the strengths of a community of learners.

Participants in this session:

- Discover the qualities of effective feedback and its relationship to assessment analysis.
- Explore strategies for structuring feedback to engage both individuals and groups while enhancing learning outcomes.
- Apply possible feedback strategies and approaches to personal team contexts.

Session Descriptions—Day 3

THE APPLICATION LAB

William M. Ferriter

Let's Practice: Differentiating Support for Teams at Every Stage of Development

One of the greatest challenges in supporting collaborative teams in PLCs is recognizing that teams develop at different rates. Within the same school, some groups thrive while others struggle, making it essential for leaders to differentiate the professional development and support that they provide to each team. Participants in this session explore scenarios that illustrate the six stages of team development, identify the strengths and challenges teams face at each stage, and practice matching supporting resources to the specific needs of teams in different places on their collaborative journey.

Participants in this session:

- Identify key resources (tools, protocols, and templates) that support effective collaboration in high-impact teams.
- Evaluate the purpose and applicability of various tools to ensure they align with team goals and promote productive conversations.
- Organize a customized toolkit of resources to bring back to their schools, enabling their teams to work more effectively and achieve targeted results.

Michelle Marrillia

Let's Practice: Aligning Team Goals to Impact Student Achievement

Participants in this hands-on application lab work through practical exercises to refine their team's goals and connect them directly to student achievement. Michelle Marrillia demonstrates how to identify barriers to effective goal setting, analyze data to prioritize instructional needs, and design measurable, actionable goals that align with their school's vision. Participants gain a structured process, practical tools, and a clear plan for monitoring and adjusting goals so their collaborative work leads to meaningful results for all learners.

Michael L. McWilliams

Let's Practice: Designing Next Steps for High-Impact Teams

High-impact teams are built on a foundation of collaboration, trust, and shared goals, but sustaining momentum requires intentional planning and actionable next steps. This interactive session is designed to move participants beyond theory, providing practical tools and strategies to craft a clear and measurable plan for team growth and continuous improvement.

Through guided practice, participants engage in collaborative discussions and real-world scenarios to design actionable next steps tailored to their teams' unique needs. Michael L.

McWilliams emphasizes the importance of aligning team efforts with the overarching mission and ensuring every member is empowered to contribute to meaningful progress.

Participants in this session:

- Reflect on the current state of their teams and identify key areas for improvement.
- Learn practical strategies to set clear, actionable goals for sustained team success.
- Explore tools to monitor progress, adapt strategies, and celebrate team achievements.

Bob Sonju

Let's Practice: Collaboration Scene Investigators Examine the Evidence of Effective Collaboration

Participants in this session step into the role of a Collaboration Scene Investigator as they analyze the real evidence of a collaborative team at work. In this high-energy, hands-on session, participants observe a team in action, identify strengths and roadblocks, and uncover what separates average collaboration from high-impact teamwork. Working alongside fellow educators, participants examine data, team dialogue, and decision making to determine what makes collaboration truly effective. Participants gain practical tools and fresh insights to take back to their own team that prepare them to solve the mystery of what leads to high levels of learning for all students.

Participants in this session:

- Analyze a collaborative team in action to identify key strengths and opportunities for growth.
- Apply evidence-based practices that transform ordinary collaboration into high-impact teamwork.
- Develop clear next steps to strengthen their own team's ability to ensure high levels of learning for all students.

Katie White

Let's Practice: Analyzing Data and Student Work to Inform Strengths and Next Steps

High-impact teams examine assessment data and student assessment artifacts to determine the learning strengths and needs of individuals and groups. Common formative assessment provides both qualitative and quantitative information to guide decision making. When analyzed by a team, assessment evidence offers insight into student learning in relation to essential standards and guides the decisions needed to help learners grow. Participants in this session explore ways teams can engage with assessment evidence, including protocols they can use to analyze assessment data and student assessment artifacts. Harvesting strengths and needs from evidence means efficient and effective responses can follow.

Participants in this session:

- Explore how analysis of both data and student assessment artifacts can help teacher teams discover student proficiency levels and plan effective and efficient responses.

- Explore the importance of analyzing and leveraging student strengths.
- Experience protocols and processes that can make team analysis and interpretation efficient and informative.

KEYNOTE

William M. Ferriter

Changing Practices Means Changing Your Peers: How to Move Resistant Colleagues Forward

Understanding why change is difficult can help you lead your colleagues more effectively. In this keynote, William M. Ferriter unpacks the four common reasons why humans resist change and shares relatable examples from business, industry, and everyday life. He then connects those reasons to the unique challenges educators face in schools and offers practical insights into how resistance shows up in teams and classrooms. Participants are better equipped to identify the root causes of resistance in their peers and to develop actionable strategies for moving their colleagues—and their schools—forward.

Participants can expect to:

- Gain insight into the psychology of resistance to change and its relevance in schools.
- Learn to recognize the specific reasons behind resistance among colleagues.
- Identify strategies for addressing resistance and fostering growth in their teams.