

# SCHOOL DIRECTOR LEARNING PATH

This learning path guides School Directors through a sequence of online training courses focused on the key performance indicators and job description of the School Director. The courses will provide the knowledge needed to gain confidence within each department of the school.

## LEVEL 1: FOUNDATIONAL KNOWLEDGE — START HERE

### SCHOOL DIRECTOR ROLE

- School Director Orientation (2 hrs)** — This introductory e-course focuses on the school's fundamental systems that are the beginning of our leadership journey. You will learn the ins and outs of each system to get your team and school on a path of growth and success.
- Prevention Compliance** — Paul Mitchell Schools has partnered with Everfi to offer a suite of compliance-related courses focused on key support compliance, Title IX, and FERPA.
- Welcome to Our Culture (1 hr)** — Learn about the unique Paul Mitchell Schools culture and your role to sustain it.

### COMPLIANCE

- Compliance Orientation (4 hrs)** — Learn the key areas of compliance to inspect consistently within the school.

### ORGANIZATIONAL SKILLS

- Organization Skills for School Directors (30 mins)** — Learn how to control the time in your day rather than the time control you.
- Time and Focus Management (1 hr)** — Reset your time management button and learn techniques for managing your focus. Learn to use the Eisenhower matrix, anchor method, power hours, and more.
- Top 5: The Most Important Systems for Each Department (30 mins)** — Learn the top five systems in each department to influence significant change and growth. You will learn practical applications to implement immediately within your school.

### LEADERSHIP AND COACHING

- Transparent Coaching (30 mins)** — Learn how to have open communication with your team to ensure you build solid trust as a leader.
- Strength-Based Leadership (30 mins)** — Learn how to play on your team's specific strengths and help them achieve long-term growth within the schools.
- Leadership Essentials (30 mins)** — Learn the essentials to be a strong, consistent leader. Learn how to be a participatory leader and how to grow the leaders within your school.

## LEVEL 2: PRACTICAL APPLICATION

### ENROLLMENT TEAM

- Virtual School Tour (30 mins)** — Explore digital communication platforms and develop an interactive school tour and career planning session and digital resources.
- Inspecting and Guiding the Enrollment Team in School Director Download Meetings (1 hr 45 mins)** — Learn how to inspect, manage, and communicate with the enrollment team in the team download meetings.
- Hiring, Training, and Assessing the Admissions Team (2 hrs)** — The course is designed to help School Owners and School Directors effectively lead their enrollment teams, focusing on systems training and leadership and coaching tools to help you communicate with and guide your teams.

### EDUCATION TEAM

- Education Leader Orientation (4 hrs)** — Learn the Education Leader's roles and responsibilities, the tasks and systems for training Learning Leaders, managing the clinic classroom, and compliance tasks.
- Future Professional Advisor Orientation (2 hrs)** — Learn the roles and responsibilities of the Future Professional Advisor.
- Leading the Education Team Downloads (30 mins)** — Learn how to inspect, manage, and communicate with the education team in the team download meetings.

### MARKETING TEAM

- Marketing Team Onboarding (2 hrs)** — Learn the roles and responsibilities of the Marketing Leader.
- Lead Source Analysis (25 mins)** — Learn how to run the Lead Source Analysis Report and what to do with the information you discover.
- Start Date Analysis (35 mins)** — This course will guide you by collecting the data in your school's CRM needed for your start date analysis and how to use this information to plan your marketing strategies and prepare your team for new classes.

### FINANCIAL AID & COMPLIANCE TEAM

- Financial Aid Team Orientation (2 hrs)** — Learn the roles and responsibilities of the financial aid team, Financial Aid Leader, and the tasks and systems for financial aid.
- Financial Aid 101 (2 hrs)** — This course is an introduction to federal student aid, types of student aid, and how to lead a financial aid planning session.
- Leading the Financial Aid and Operations Team Download Meetings (30 mins)** — Learn how to inspect, manage, and communicate with the Financial Aid Leader and Operations Leader in the team download meetings.

### PROFESSIONAL DEVELOPMENT AND SERVICE DESK

- Numbers that Measure Your Success for the Service Desk (20 mins)** — Learn all of the key areas to focus on to grow your service and take home revenue.
- Paul Mitchell Reports and S.M.A.R.T. Goals for the Service Desk and Guest Service Team (30 mins)** — Learn which reports to use and how to read them to track goals and progress with service and Take Home revenue.
- Leading the Sales Team Downloads (30 mins)** — Learn how to inspect, manage, and communicate with the sales, guest service, and Take Home team in the team download meetings.