



McGrath
Training Systems

Concise Sequential Steps

To Productive Reasoning,
Communication and Feedback



SUCCEED with **TRUE-SPEAK™**

CONCISE, SEQUENTIAL STEPS TO PRODUCTIVE REASONING, COMMUNICATION AND FEEDBACK

McGrath **SUCCEED with TRUE-SPEAK** is a revolution in productive reasoning and communication. Honed for more than 20 years, this framework of communication is based in **a philosophy of trust, respect, understanding and engagement**. The result is constructive thinking, listening, speaking and writing that supports effective action for outstanding results in all arenas.

Examples of practical applications are:

- Mastery of the **communication skills to provide feedback** that aligns with the standards of the teaching profession.
- **Supportive leadership using a common language** that engages individuals and entire staffs in increasing student achievement.
- **Analytical decision making and problem-solving skills**, with a structured approach that eliminates the blame game, blocks defensive reasoning, and reduces emotional reactivity.

Whether you're engaged in high-stakes performance evaluations, decision making, problem resolution or leadership activities, **SUCCEED with TRUE-SPEAK** will guide the process to the most thoughtful and wise decision — perhaps even revealing an unexpected solution along the way. By following the curriculum outlined below, your organization can **SUCCEED with TRUE-SPEAK**.



FOUNDATIONS

1 SUCCEED COMMUNICATIONS PROGRAM

During this two-day immersion course, learn how to **'Lead with Your Heart, While Using Your Head'** by using the principles, practices and tools that comprise our unique reasoning and communication framework.

- Recognize and overcome the fear of feedback.
- Learn a consistent, step-by-step process for producing results.
- Understand how to care for and communicate with the 'whole person.'

2 SUCCEED ONLINE INTERACTIVE

A user-friendly, secure, online interface guides you through the TRUE-SPEAK analysis, clarifying your thinking and helping you prepare effective spoken and written communications. Included are:

- Password-protected access to the TRUE-SPEAK Tools.
- Coaching on all principles and practices of the SUCCEED System.
- Sample letters and vocabulary lists that guide productive reasoning and communication.



3 TRAINING-OF-TRAINERS

This five-day intensive conducted by SUCCEED designer Mary Jo McGrath prepares participants to become McGrath Certified SUCCEED Instructors for their districts.

- Deeply integrate the principles, processes, and practices that make SUCCEED unique.
- Understand the human dynamics of positive relationship building and leadership.
- Role play, group activities and practice teaching deepen competence and confidence in taking the SUCCEED Communication Course to your colleagues.

4 MASTERY: PRACTICE! PRACTICE! PRACTICE!

Local McGrath Certified SUCCEED Instructors facilitate twelve 90-minute practice sessions for graduates of SUCCEED with TRUE-SPEAK. Smaller learning groups work to embed the principles and practices in the user community. Included are:

- Practice of skills using participant work products.
- Replay, discuss, and reflect on actual situations.
- Organize, measure and report results.

ADVANCED LEVELS OF TRAINING are available for specific applications of SUCCEED:

- Skills and Tools for Governing Board Members
- When It's Time to Dismiss – Mock Hearing
- SUCCEED with TRUE-SPEAK for Teachers



SUCCEED with TRUE-SPEAK is eligible for use in Race to the Top leadership development and Title II funding.

Selected Clients



ABC USD, CA • ABERDEEN SD 6-1, SD • ACADEMY SD 20, CO • ANSON COUNTY SD, NC • AREA EDUCATION AGENCY 7, IA • ASSOCIATION OF CALIFORNIA COMMUNITY COLLEGE ADMINISTRATORS • ASSOCIATION OF CALIFORNIA SCHOOL ADMINISTRATORS • BEREA CITY SD, OH • BERRYESSA UESD, CA • BEVERLY HILLS USD, CA • BIBB COUNTY SD, GA • BLACK HILLS SPECIAL SERVICES COOPERATIVE, SD • BLAINE COUNTY SD, ID • BLOOMINGTON ISD, TX • BLUE SPRINGS SD R-IV, MO • BRITISH COLUMBIA SUPERINTENDENTS' ASSOCIATION • BUTTE COUNTY OFFICE OF ED, CA • CADDO PSD, LA • CALIFORNIA ASSOCIATION OF LARGE SUBURBAN SDs • CALIFORNIA SCHOOL BOARDS ASSOCIATION • CALIFORNIA SCHOOL LEADERSHIP ACADEMY • CALIFORNIA STATE UNIVERSITY AT LONG BEACH • CAMPBELL COUNTY SD 1, WY • CAMPBELL COUNTY SD, KY • CAMPBELL UHSD, CA • CAPE COD COMMUNITY COLLEGE, MA • CAPITAL AREA IU, PA • CARBON COUNTY SD, WY • CARLSBAD MUNICIPAL SD, NM • CEDAR USD, AZ • CESA No. 7, WI • CHATTANOOGA PSD, TN • CHULA VISTA CITY SD, CA • CLARK COUNTY SD, NV • CLAY COUNTY SCHOOLS, FL • COAST COMMUNITY COLLEGE DISTRICT, CA • COLORADO ASSOCIATION OF SCHOOL EXECUTIVES, ENGLEWOOD, CO • CONTRA COSTA COUNTY HEAD START, CA • COVINGTON CITY SD, TN • CRETE PSD, NE • DALLAS PSD, TX • DEER PARK UFSD, NY • DELAWARE STATE DOE • DES MOINES PSD, IA • DEVIL'S LAKE PSD, ND • DISTRICT OF COLUMBIA PSD, DC • ECTOR COUNTY ISD, TX • EDISON SCHOOLS PROJECT (NATIONAL) • ELKO COUNTY SD, NV • ERIE 1 BOCES, NY • EVERETT PSD, WA • FAIRBANKS NORTH STAR BOROUGH SD, AK • FAIRFIELD CITY SD, OH • FARMINGTON MSD, NM • FLORIDA DEPARTMENT OF EDUCATION, FL • FOLSOM-CORDOVA USD, CA • FONTANA USD, CA • FREDERICK COUNTY PSD, MD • GAYLORD COMMUNITY SD, MI • GLENDALE COMMUNITY COLLEGE DISTRICT, CA • GRANITE SD, UT • GROSSMONT UHSD, CA • HARRISON SD 2, CO • HEARTLAND AEA 11, IA • HELENA SD 1, MT • HILLSIDE SD, NJ • Horry COUNTY SD, SC • HUMBOLDT COUNTY SD, NV • HUNTINGTON BEACH UHSD, CA • IDAHO STATE DOE • ILLINOIS DEAN'S ASSOCIATION • INGLEWOOD USD, CA • INTERCULTURAL DEVELOPMENT RESEARCH ASSOCIATION, TX • INTERWEST EQUITY ASSISTANCE CENTER, CO • KANLEAD, KS • JEFFERSON COUNTY SD, ID • KANSAS CITY SD, MO • KAW AREA TECHNICAL SCHOOL, KS • LANDER COUNTY SD, NV • LARAMIE COUNTY SD 1, WY • LAS CRUCES PSD, NM • LAS VIRGENES USD, CA • LAWDALE SD, CA • LINCOLN COUNTY SD, WY • LONG BEACH USD, CA • LOS ANGELES COUNTY OFFICE OF ED, CA • LOVINGTON MSD, NM • MACOMB ISD, MI • MANCHESTER CITY SD, TN • MARIN COUNTY OFFICE OF ED, CA • MARYSVILLE SD, WA • McALLEN ISD, TX • MCOE HEAD START, CA • MEMPHIS CITY SCHOOLS, TN • METROPOLITAN NASHVILLE PSD, TN • MENDOCINO COUNTY OFFICE OF ED, CA • MERCED COUNTY OFFICE OF ED, CA • MIDLAND ISD, TX • MIDWEST EQUITY ASSISTANCE CENTER, KS • MILFORD BOE, CT • MILLSTREAM CAREER COOPERATIVE, OH • MINERAL COUNTY SD, NV • MONTEREY COUNTY OFFICE OF ED, CA • MOORPARK COLLEGE, CA • MORGAN COUNTY SD, CO • MOUNT ST. MARY'S COLLEGE, CA • MT. LEBANON SD, PA • MUKILTEO SD, WA • NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS • NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS • NATRONA COUNTY SD 1, WY • NEBRASKA STATE DOE • NEVADA PROJECT LEAD, NV • NEVADA STATE DOE • NEW JERSEY COMMUNITY COLLEGES • NEW JERSEY EDUCATIONAL OPPORTUNITY FUNDING PROFESSIONALS • NEWARK USD, NJ • NIAGARA FALLS CITY SD, NY • NOME CITY SD, AK • NORTH COOK ISC, IL • NORTHERN INDIANA ESC, IN • NORTHWEST ARKANSAS ESC, AR • NYE COUNTY SD, NV • OAKLAND SCHOOLS, MI • OHIO STATE DOE • OLYMPIC ESD 114, WA • OMAHA PSD, NE • OREGON SCHOOL PERSONNEL ADMINISTRATORS ASSOCIATION • OREGON SCHOOL BOARD ASSOCIATION • PASADENA CITY COLLEGE, CA • PATERSON PSD, NJ • PENN YAN SD, NY • PENNSYLVANIA ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS • PERRYSBURG SCHOOLS, OH • PIKES PEAK BOCES, CO • PRAIRIE LAKES ESC, SD • PRINCE WILLIAM COUNTY PSD, VA • PULLMAN SD, WA • REGION VI ESC, TX • REGION XVIII ESC, TX • RHINEBECK CENTRAL SD, NY • ROCHESTER CSD, ID • ROGERS PSD, AR • SAN BENITO COUNTY OFFICE OF ED, CA • SAN BERNARDINO COUNTY OFFICE OF ED, CA • SAN DIEGO COUNTY OFFICE OF ED, CA • SAN JOSE USD, CA • SAN JUAN ADMINISTRATOR TRAINING ACADEMY, NM • SAN MATEO COE • SANTA BARBARA COUNTY OFFICE OF ED, CA • SANTA CLARA COUNTY OFFICE OF ED, CA • SANTA CRUZ COUNTY OFFICE OF ED, CA • SCHOOL ADMINISTRATORS OF MONTANA • COLUMBIA, CANADA, DISTRICTS: 9, 21, 22, 27, 28, 33, 34, 37, 38, 39, 44, 45, 54, 56, 59, 70, 74 • SET SEG, MI • SIMI VALLEY USD, CA • SIOUX FALLS SD, SD • SNO-ISLE TECHNICAL CENTER, WA • SOCORRO ISD, TX • SONOMA COUNTY OFFICE OF ED, CA • SONOMA VALLEY USD, CA • SOUTHERN CALIFORNIA SCHOOLS RISK MANAGEMENT POOL, CA • SPRINGFIELD SD, PA • ST. TAMMANY PSD, LA • TETON COUNTY SD #1, WY • SWEETWATER COUNTY SD 2, WY • TAFT UHSD, CA • TEXAS ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS • TOPEKA PSD, KS • TULARE COUNTY OFFICE OF ED, CA • TUSCALOOSA COUNTY SCHOOLS, AL • UINTEA COUNTY SD 1, WY • UNIVERSITY OF DETROIT, MI • UTICA NATIONAL INSURANCE COMPANY: NY, IN, IL, GA, TN, VA, MA, CT, PA • VENTURA COMMUNITY COLLEGE DISTRICT, CA • VENTURA COUNTY OFFICE OF ED, CA • VERMONT INSTITUTE OF SCIENCE, MATH AND TECHNOLOGY • VIRGINIA MILITARY INSTITUTE (VMI) • WALTON COUNTY SD, GA • WASHINGTON COMMUNITY HSD, IL • WASHINGTON SCHOOLS RISK MANAGEMENT POOL, WA • WASHOE COUNTY ADMINISTRATORS ASSOCIATION, NV • WASHOE COUNTY SD, NV • WEST SAN GABRIEL VALLEY JOINT POWERS AUTHORITY, CA • WENATCHEE SD, WA • WHEELING JESUIT UNIVERSITY, WV • WICHITA PSD, KS • WILLARD R-2 SD, MO • WILLIAM PENN SD, PA • YELM SD, WA • YSLETA ISD, TX