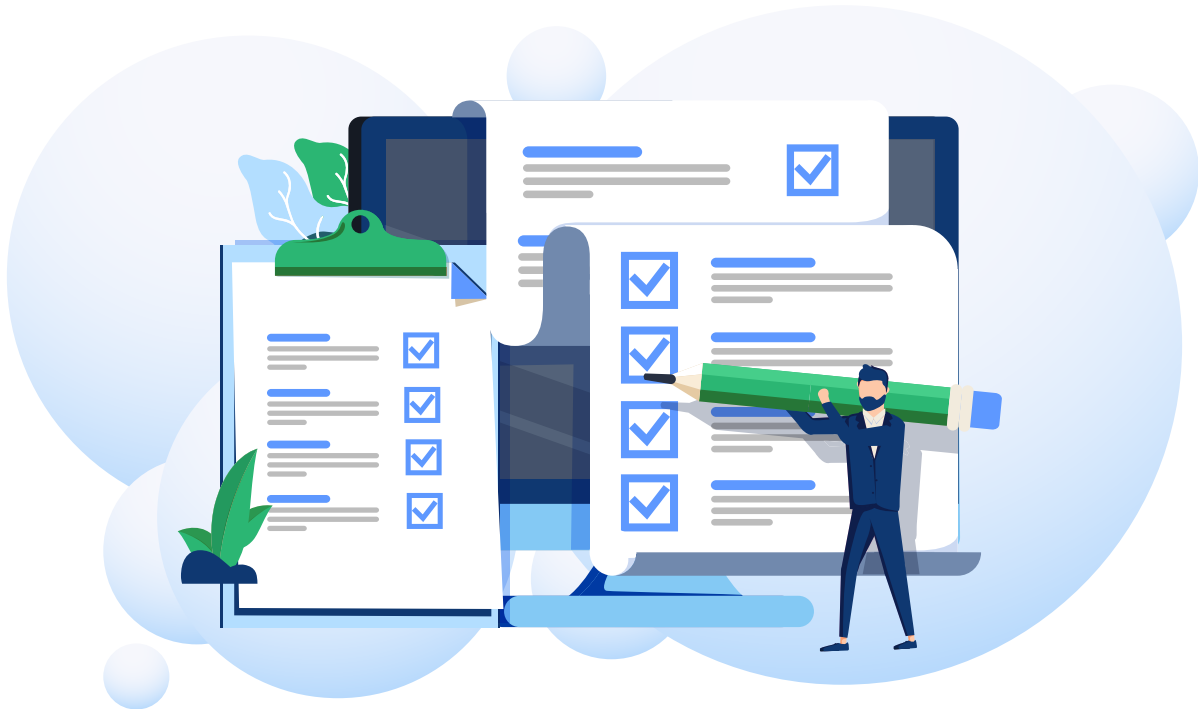


## COMPLIMENTARY RESOURCE

for School Heads and Trustees



# The **ISM Core Principles** Mini Class

**Over 875 school leaders have enrolled—shouldn't you?**

The ISM Core Principles empower private school leaders with the research, tools, advice, and insight to take their schools from excellent to extraordinary. These core principles have now helped over 8,000 school leaders achieve excellence—now it's your turn to join them.

**Put simply, we know what works and what doesn't.** These principles act as your roadmap to remove any guesswork on your journey to raising your on-the-job skills and sparking growth in your school. In this mini-class, we give you four of our Core Principles:

### #1

#### The ISM Stability Markers™

Key indicators of a private-independent school's sustainability based on research and experience

### #2

#### Purpose and Outcome Statements

The foundation of your messaging that stems from your Mission Statement, Portrait of a Graduate, and the Characteristics of Professional Excellence

### #3

#### Predictability and Support

Characteristics of a school culture that directly correlate to student satisfaction, performance, and enthusiasm

### #4

#### The Advancement Model

A framework of a school's advancement operations—admission and enrollment management, development, and marketing communications



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