

# The Bryan Group Presents: Self-Directed Superintendent Search

A self-directed search is the 21st century answer to districts that need to conserve funds and increase district capacity. That's why The Bryan Group (TBG) developed the Self-Directed Superintendent Search. We provide step-by-step instructions and include our proprietary tools that are highly effective and not available from any other firm. This process is fully competency-based, self-paced, and results in significant bias reduction since selection is based on valid and measurable criteria, not opinion.

## Step 1

### Create the Search Committee

- Develop a team charter
- Give students a key role
- Access training materials on: data collection, application screening, conducting short interviews, scoring candidates against the selection criteria, increasing committee member capacity



## Why TBG?

Every product we create is backed by 40 years of applied competency research into what makes someone a superstar performer in every sector.

## Step 2

### Gather Community Input

Conduct surveys, focus groups, interviews

Templates and protocols for these activities are included in the program.



## Step 3

### Create Superintendent Selection Criteria

- Must be detailed, valid, measurable
- Includes roles, competencies, leadership styles & failure factors
- Access TBG research-based resources



## Step 4

### Recruit Qualified Candidates

- In addition to traditional candidates, consider non-traditional, but highly qualified, candidates
- Create application packet requirements, including philosophy statements
- Brochure and ad templates included
- TBG sends your opening to our mailing list



## Step 5

### Screen Candidates

- Create a detailed candidate evaluation form to be used with every screening activity
- Application screening to identify quarterfinalists
- Conduct short & long interviews to identify semi-finalists and finalists
- Finalist candidates given scoring based on all screening vehicles to date

We recommend Guided Storytelling Interviews (GSI) for all interviews. Read more about GSI below!



## Step 6

### Plan On-Site Meet & Greet Activities for Finalists

- Individual dinners with board members
- Candidate interview with whole board
- Interviews and focus groups with key stakeholders
- Survey (based on selection criteria) for stakeholders to complete after attending M&G activities



## Step 7

### Create Final Evaluations and Recommendations

Guidance materials for the board included on how to evaluate the finalists presented by the SC and to come to a "best fit" decision



## Guided Storytelling Interviews (GSI)

Developed by Dr. Bill Bryan, Ph. D., GSI is the only interview method to truly reveal whether someone has the competencies required for a job. Guidance on how to use the GSI technique is included in the Self-Directed Superintendent Search Program and will greatly increase the utility of your interviews now and in the future!

Why choose this process versus trying it on your own without proven tools and protocols, or hiring a consulting firm? **First**, this program uses research-based, cutting edge, behavioral science best practices which result in identifying the candidate that will best fit your unique district. **Second**, the process is rooted in data, which greatly reduces bias and helps your search committee come to decision quicker and with less conflict because each candidate is compared to the same criteria, taking subjectivity out of the picture. **Third**, this program is very affordable and doable, saving school districts the tens of thousands of dollars usually spent on a high quality search such as this one. **Fourth**, this process builds the capacity of your district's team with skills they can use in future hiring situations.

Contact The Bryan Group to find out whether a high-quality, self-directed, superintendent search process is right for your district:  
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