



A New Opportunity for Small Districts Across California

SSDA and FranklinCovey Education are partnering to expand access to Leader in Me for small school districts throughout the state.

This collaboration is designed to help districts strengthen culture, increase engagement, and improve academic outcomes, all through a coherent, whole-school leadership framework.

What Is Leader in Me?

Leader in Me is an evidence-based, PK–12 leadership framework grounded in The 7 Habits of Highly Effective People® and The 4 Disciplines of Execution®. It develops leadership capacity in students and staff while aligning culture and academics around shared goals.

Rather than adding another initiative, Leader in Me integrates into existing systems to drive measurable improvement across campuses.

Expanded Access Through Partnership Support

Through this SSDA partnership—combined with dedicated private funding support—eligible districts can access Leader in Me at a substantially reduced investment.

If implementation cost has been a barrier in the past, this partnership significantly lowers that barrier.

Exclusive Partnership
Price for Districts:

\$11.50
per student

Scan to explore
eligibility and next steps.



Where Districts See Measurable Impact

Leader in Me strengthens the core performance indicators districts are accountable for.

Attendance

Schools implementing Leader in Me report improved student attendance as students feel increased ownership, connection, and responsibility within the school community.

Clear goals, visible progress tracking, and meaningful leadership roles increase daily engagement.

Student Engagement

Students actively set goals, monitor progress, and participate in leadership roles, shifting from passive participation to active ownership of learning.

This shift translates into improved classroom engagement and stronger academic persistence.

Staff Engagement & Retention

In small districts where turnover is costly and disruptive, high-trust culture matters.

Leader in Me strengthens staff collaboration, clarifies shared priorities, and reduces initiative overload. Schools report improved morale, stronger professional alignment, and increased teacher retention.

Academic Results

Leader in Me aligns leadership development with instructional focus. Schools narrow priorities, track lead measures, and maintain consistent accountability, resulting in measurable academic gains over time.

When culture and clarity improve, academic outcomes follow.

Expanded Access Through Partnership Support

SSDA, in collaboration with private funding partners, has created a unique opportunity to expand access to Leader in Me for small and rural districts.

This partnership introduces a reduced investment structure designed to support broader participation across eligible districts.

Through this combined support, more schools can implement a comprehensive leadership framework with greater flexibility and shared backing.

If you've been considering how to strengthen culture, engagement, and academic alignment, this partnership creates new momentum to move forward.

Scan to explore eligibility and next steps.

