

ONLINE · SELF-PACED · FOR SCHOOL LEADERSHIP TEAMS

Leading Literacy Impact™ Masterclass

A school leader's guide to embedding schoolwide high-impact literacy instruction



An online leading literacy implementation course for school leaders

An implementation curriculum for principals, deputy principals, literacy leaders, instructional coaches and curriculum leaders who want to lead literacy improvement across a school. Leaders can complete it individually, and schools can enrol a team of up to four to build shared understanding and a common direction. It includes implementation frameworks, diagnostic and reflection tools, pacing guides and guidance for applying the work in your school.

This is not a knowledge problem. It is an implementation problem.

QUESTIONS REFLECTIVE LEADERS ASK

- What should we focus on first?
- Why do so many students still need support in the upper primary years?
- How do we move from ideas to consistent practice in every classroom?
- Why isn't our program having the expected impact?
- At what point do students need intervention, and what should it look like?
- How do we know if what we are doing is working?

THE SYSTEM BEHIND THE MASTERCLASS

Everything follows the School Improvement Blueprint™: the Literacy Impact™ Architecture for School Excellence™ (what to build) and the Literacy Impact™ Implementation Pathway™ (how to build it), in seven stages that should not be skipped:

Issue · Audit · Diagnose · Plan · Implement · Codify · Sustain

Literacy excellence is built, not added on.

HOW IT WORKS

About 17 hours of video lectures, plus workbooks, frameworks and tools. Lifetime access.

One term
One module a week, then meet as a team for 60–120 minutes to act on it.

One semester
One module a fortnight. This works well during a busy school year.

Your pace
Some teams use pupil-free or PLC days to work through several modules together.

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CREATED BY

Julie Scali, Founder, Literacy Impact™

27 years across classrooms, school leadership and system level · 100+ schools partnered · Author, *High Impact Reading Instruction and Intervention* · 2025 LDA Bruce Wicking Award

A gateway module, then nine modules

GATEWAY MODULE **The School Improvement Blueprint™: A clear system forward**

1. **Foundations for Improvement**
   Establish the preconditions for change and a shared vision of what's possible.
2. **Establishing a Baseline for Your School Improvement Plan**
   Audit current initiatives and identify your strengths and growth areas.
3. **Data Informed Practice and Decision Making**
   A schoolwide system for data analysis and target setting, including the effective use of DIBELS.
4. **High Impact Instruction and How Students Learn**
   High expectations, daily review, explicit instruction and the pillars of learning.
5. **The Science of Reading and What Students Learn**
   Oral language, phonics, vocabulary, fluency, comprehension and SRSD writing.
6. **Developing Schoolwide Teaching and Learning Consistency**
   Pacing guides, scope and sequence documents and curriculum planning templates.
7. **Developing a Schoolwide RtI/MTSS Framework**
   A workbook and toolkit for a preventative, tiered system of support.
8. **Instructional Leadership and a Road Map for Action**
   Your whole-school literacy action plan, with low-risk, high-impact starting points.
9. **Sustaining Momentum: From Codify to Sustainable Change**
   A strengths-based GROWTH coaching model and the systems that make change last.

Modules 4–6 build your agreed understandings: how students learn, what students learn and how we teach.

What your team receives

- Ten self-paced modules with workbooks and lifetime access.
- 12 months of monthly 90-minute office hours with Julie for ad hoc support.
- Implementation frameworks, diagnostic tools and pacing guides.

IN DOCUMENTED LITERACY IMPACT™ SCHOOL EXAMPLES

67% → 5%
Prep students at highest reading risk
Crib Point PS, Vic

50% → 1.4%
Year 7 students at significant reading risk
Monterey SC, Vic

+29 pts
Whole-school DIBELS benchmark achievement
Darlington PS, WA

"The masterclass has provided me with a very clear direction to improve learning outcomes for all students and support staff. I cannot recommend the Leading Literacy Impact™ Masterclass enough."
— Christy Campbell, Deputy Principal, Middle Swan Primary School, WA

ONE-TIME PURCHASE · 4 LEADERS

$1,490 inc GST

Lifetime access and 12 months of office hours. Additional licences $258 per person. Credited towards Building Literacy Excellence™ if you join within 30 days (subject to availability).

Build the architecture. Lead the implementation.

Enrol your leadership team

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