the school of PLAY

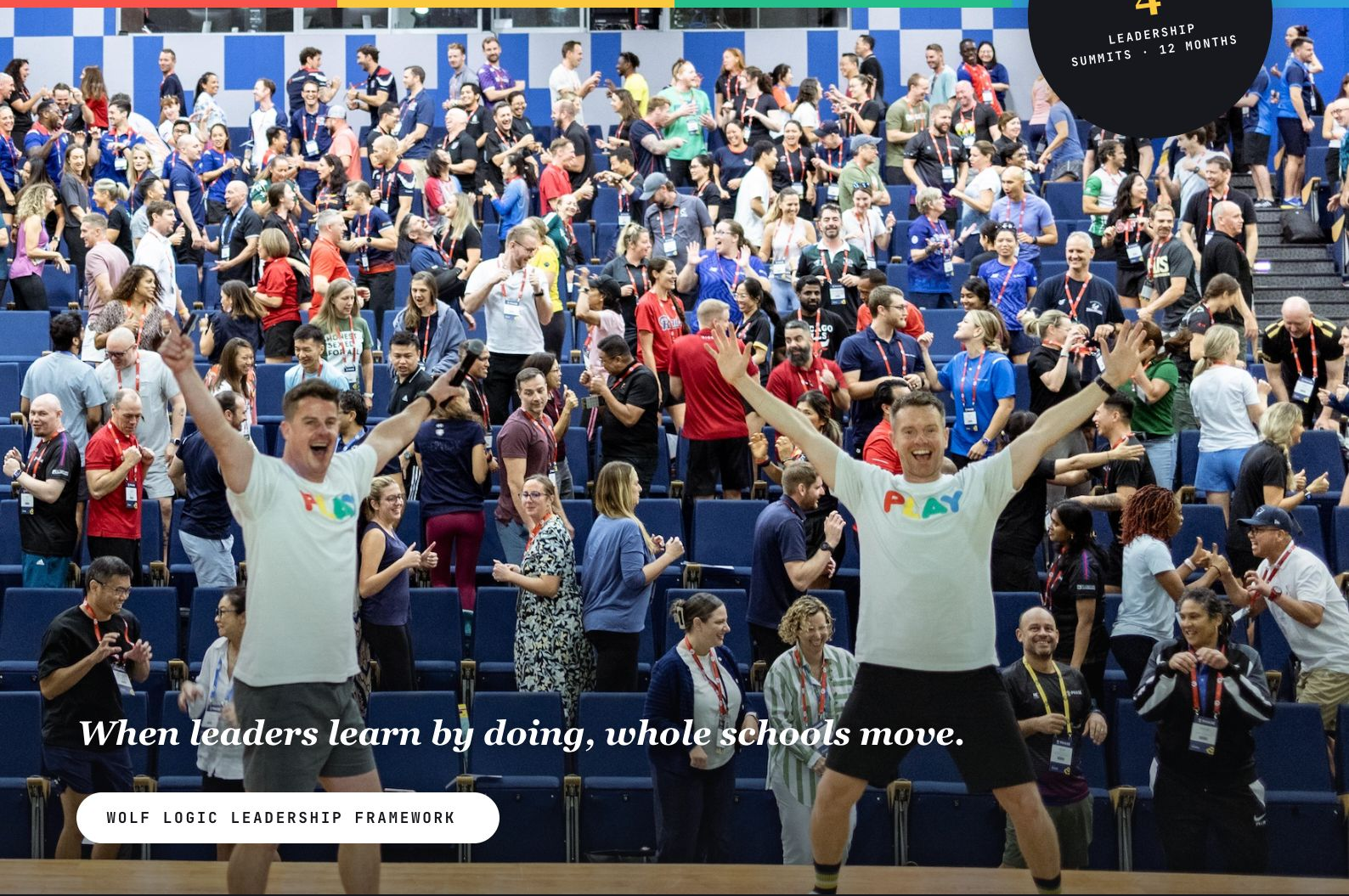
Game Changers

A full-year leadership journey. Powered by Wolf Logic Leadership.

Grow. Connect. Lead. Transform.

MIDDLE & EMERGING LEADERS

4
LEADERSHIP SUMMITS · 12 MONTHS



When leaders learn by doing, whole schools move.

WOLF LOGIC LEADERSHIP FRAMEWORK

THE MIDDLE

The most important leadership role in a school often receives the least support.

Middle leaders are the bridge between vision and action. They lead peers without relying on positional authority, navigate difficult conversations, facilitate meaningful collaboration and play a critical role in shaping the culture of their teams and schools. Yet many step into leadership with little formal development and few opportunities to learn through practical, real-world experience.



Game Changers is a year-long leadership journey built on the Wolf Logic Leadership Framework, designed to develop confident, human-centred leaders who create lasting impact. Drawing on research, real-world experience and programs delivered in more than 600 schools across 25 countries, participants don't just learn leadership, they live it.

Through four immersive leadership summits, practical implementation challenges and the support of a trusted leadership community, participants gain the tools, confidence and accountability to grow throughout the year. They leave not only with practical strategies they can apply immediately, but with a network of like-minded leaders who continue to challenge, encourage and grow alongside them long after the program concludes.

600+
SCHOOLS REACHED

25
COUNTRIES

4
IMMERSIVE SUMMITS

WHO IT'S FOR

Every kind of school leader.

Leading teachers, learning specialists, assistant and deputy principals, heads of department or faculty, year-level coordinators, wellbeing leaders, aspirant leaders and aspirant principals. Primary and secondary, government, Catholic and independent.

FORMAT

4 summits. 12 months.

4 immersive full-day Leadership Summits, one per term, plus 12 months of implementation challenges, community and digital tools. Delivered as an open regional cohort or exclusively for one school or network. There is no fixed calendar: dates are set with each cohort, so the four days sit around your school's terms rather than across them.

FOUR SUMMITS, FOUR QUESTIONS

The leadership journey.

Game Changers creates leaders who know themselves, know others, know teams and know how to create change. Every summit follows the same philosophy: **experience first, reflect second, apply third.**

01

SUMMIT 1
TERM 1

Lead Yourself

"Who am I becoming as a leader?"

Great leaders don't find themselves. They continually build themselves.

02

SUMMIT 2
TERM 2

Lead Relationships

"How do I lead people?"

Leadership moves at the speed of trust.

03

SUMMIT 3
TERM 3

Lead Teams

"How do I build great teams?"

Culture isn't what leaders say. It's what teams repeatedly do.

04

SUMMIT 4
TERM 4

Lead Change

"How do I create meaningful change?"

Leadership isn't simply what you know. It's what moves because you chose to act.

WOVEN THROUGH ALL FOUR: THE FIVE WOLF LOGIC PRINCIPLES

Ground Yourself · Spark Curiosity · Build Belonging · Align the Collective · Move What Matters

SUMMIT ONE · TERM 1

Lead Yourself

01

"Who am I becoming as a leader?"

Great leaders don't find themselves. They continually build themselves.

Leadership begins before you lead anyone else.

Summit One turns the lens inward. Participants explore who they are, how they show up and the habits, beliefs and behaviours that shape their leadership. Through identity, personal values, self-awareness, emotional intelligence, confidence, mindset, psychological flexibility and energy management, leaders begin building a stronger foundation for everything that follows.

Curiosity becomes a leadership habit, not simply curiosity about ideas, but curiosity about yourself.

What assumptions am I making? How do I react under pressure? Where do I lead naturally? When do I lose myself? What keeps me grounded when leadership becomes difficult?

Participants also explore Behaviour Momentum, learning to notice where positive momentum is already building, where negative momentum may be quietly growing and how small, intentional actions can begin shifting the direction.



PARTICIPANTS WILL

- Develop greater self-awareness around their values, strengths, behaviours and leadership identity.
- Explore emotional intelligence, mindset, confidence and psychological flexibility.
- Build curiosity, reflection and intentional learning into their leadership practice.
- Understand Behaviour Momentum and the impact of small actions repeated over time.
- Identify habits they can begin developing now to prepare for the leader they want to become.

Leadership starts here: know yourself before asking others to follow you.



SUMMIT TWO · TERM 2

Lead Relationships

"How do I lead people?"

Leadership moves at the speed of trust.

Leadership is relational.

Summit Two explores how great leaders build trust, create belonging and develop the relationships that allow people to do their best work.

Participants explore trust, vulnerability, psychological safety, empathy, listening, feedback, praise, coaching and genuine conversations. They learn that leading people well isn't about having one communication style, it's about understanding the human in front of you and adapting how you connect, communicate and support them.

Feedback becomes something we actively seek, model and normalise. Participants explore practical frameworks for both giving and receiving feedback, the importance of modelling both and recognising that different people need feedback delivered and received in different ways.

We also explore an often-overlooked leadership question:

> **What kind of followers are we creating?**
>
> Not obedient followers. People who think, contribute, challenge, take ownership and grow.

Through The Art of Noticing, leaders become more intentional about recognising strengths, effort, growth and contribution, learning that what leaders consistently notice, acknowledge and celebrate helps shape the culture around them.

PARTICIPANTS WILL

- Understand how trust, belonging and psychological safety are built through everyday interactions.
- Practise giving, receiving and seeking meaningful feedback.
- Explore how leaders create capable, confident and empowered followers.
- Develop stronger listening, empathy and genuine coaching conversations.
- Learn practical feedback frameworks while adapting their approach to different people.
- Use presence and The Art of Noticing to recognise strengths, growth and contribution.

Because before you can build great teams, you need to know your people.

SUMMIT THREE · TERM 3

Lead Teams

03

"How do I build great teams?"

Culture isn't what leaders say. It's what teams repeatedly do.

Now we zoom out.

Summit Three moves from leading individuals to understanding how groups of people become connected, aligned and high-functioning teams.

Participants explore team identity, shared purpose, culture, behaviours, rituals, collaboration, decision-making, healthy challenge, collective ownership and Behaviour Momentum.

We challenge leaders to think differently about the everyday environments they create. **How do meetings begin? Where does the energy come from? Who gets a voice? How are decisions made? What behaviours are celebrated? What gets tolerated?** And how consistently do the values written on the wall show up in the way people actually work together?

Participants explore meetings that matter, shifting from simply gathering people together to intentionally creating collaboration time that generates energy, curiosity, contribution and progress.

Decision-making becomes part of leadership development too. Emerging leaders need opportunities to think, decide, act, learn and take ownership, with leaders creating the conditions that allow that to happen.

Most importantly, leaders develop a deeper understanding of the adults within their organisation. Great schools aren't only learning organisations for students. **They are adult learning organisations too.**



PARTICIPANTS WILL

- Explore how team identity, shared purpose and everyday behaviours shape culture.
- Create more purposeful, energising and collaborative meetings.
- Explore healthy challenge and the role different perspectives play in stronger teams.
- Learn how rituals and Behaviour Momentum can intentionally move a culture forward.
- Strengthen decision-making, ownership and trust within teams.
- Learn how to bring organisational values off the page and into everyday behaviour.
- Develop a deeper understanding of how adults learn, grow and contribute within an organisation.

This is where leadership shifts from leading people to moving people together.

SUMMIT FOUR · TERM 4

04

Lead Change

"How do I create meaningful change?"

Leadership isn't simply what you know. It's what moves because you chose to act.

The final summit brings everything together.

Instead of spending the day talking about change, participants explore what it takes to actually create it.

Through influence, innovation, courage, strategic thinking, implementation, momentum and measuring success, leaders consider how they can move something that matters, even when they don't hold positional authority.

But Summit Four is also a celebration.

Throughout the Game Changers journey, participants have been applying their learning within their own schools through a real-world Game Changer Project. They arrive at the final summit ready to share what they tried, what shifted, what challenged them, what they learned and the impact their leadership created.

The cohort learns from one another's experiences, celebrates the work and reflects on how they themselves have changed across the year.

Then comes one final question:

> "What's the next play?



PARTICIPANTS WILL

- Understand how to influence and create change without relying on positional authority.
- Learn how to build momentum around an idea and move it from intention to implementation.
- Showcase and celebrate their Game Changer Project and learn from the experiences of others.
- Explore innovation, courage and strategic thinking in real leadership contexts.
- Reflect on evidence of impact and what meaningful success looks like.
- Reflect on their growth across the four summits and identify where their leadership journey goes next.

THEY BEGAN BY ASKING

"Who am I becoming as a leader?"

THEY FINISH BY ASKING

"How have I changed my organisation and what will I move next?"

WHO YOU LEARN FROM

Two leaders, not two keynotes.

Both of them have led people in a school, on a Tuesday, with the term already behind schedule. **That is the whole qualification.**



Paul Campbell

DIRECTOR, THE SCHOOL OF PLAY · DIRECTOR, THE BETTER US PROJECT · CO-AUTHOR, WOLF LOGIC LEADERSHIP

Paul Campbell is the Director of The School of Play and The Better Us Project, and co-author of Wolf Logic Leadership. With more than 25 years of experience leading people, developing leaders and building high-performing teams across education and elite sport, Paul's leadership journey includes culture and development work at the Collingwood Football Club and serving as a member of a school principal class team in Melbourne's south-east.

Passionate about the human side of leadership, Paul brings a wealth of experience in educational leadership, leadership development, team culture and organisational growth. Known for his energetic, engaging and highly practical approach, he challenges leaders to think differently, lead with intention and create environments where people feel connected, valued and empowered to thrive.

- 25+ years leading people
- Co-author, Wolf Logic Leadership
- Culture & development, Collingwood FC
- School principal class team



Dale Sidebottom

FOUNDING DIRECTOR, THE SCHOOL OF PLAY · CO-DIRECTOR, THE BETTER US PROJECT

Dale Sidebottom is the Founding Director of The School of Play and Co-Director of The Better Us Project, bringing more than 20 years of experience in education, leadership development and building connected, high-performing cultures. An internationally recognised speaker, author and facilitator, Dale has worked with educators, leaders and organisations across more than 25 countries, challenging traditional approaches to leadership, engagement and team development.

Passionate about the power of human connection, Dale brings a dynamic, energetic and highly practical approach to leadership development. His work centres on building trust, strengthening relationships, fostering collaboration and creating positive cultures where individuals and teams feel empowered to contribute and thrive. Through his unique ability to combine play, experiential learning and meaningful reflection, Dale challenges leaders to think differently, lead authentically and recognise the profound impact they can have on the people and cultures they lead.

- 20+ years in education
- TEDx speaker
- Programs in 25+ countries
- Author, All Work No Play
- Founder of ClassBreak

FOR THE PRINCIPAL

Four conversations across the year.

Game Changers works best when a principal knows what their leader is working on. Not to supervise it, to notice it. A leader who is asked about the work does more of it, and the learning is far more likely to land back in your school than stay in a journal. **This is the whole ask: roughly twenty minutes a term, with no reports to sign and no check-ins to schedule.**

TERM 1

Lead Yourself

Identity, values, self-awareness, emotional intelligence and energy. And Behaviour Momentum: where momentum in your school is building, and where it may be quietly going the other way.

ASK THEM

"What did you learn about how you lead under pressure?"

TERM 2

Lead Relationships

Trust, psychological safety, listening, coaching conversations, and feedback: giving it, receiving it and asking for it. They may come asking you for feedback. That is the work.

ASK THEM

"Who have you started noticing that you hadn't before?"

TERM 3

Lead Teams

Culture, rituals, decision-making, and meetings that generate energy and progress rather than simply gathering people together.

ASK THEM

"What is one thing you'd change about how our team meets?" Then let them try it.

TERM 4

Lead Change

Influence without authority, momentum and measuring impact. They present their Game Changer Project to the cohort at the Showcase.

ASK THEM

"What moved because you were there?"

THE TWO THINGS THAT GENUINELY NEED YOU

Back the Game Changer Project.

Across the year your leader runs one real change in your school: student wellbeing, staff culture, belonging, whatever they are best placed to shift. **They do not need a budget. They need your permission and a little air cover.**

Come to the Showcase if you can.

At the final summit every leader gives an honest account of the change they created. Watching your leader do that, alongside leaders from other schools, is **the clearest picture you will get of what the year did.**

THE FULL ECOSYSTEM

What every leader receives.

- 1 — A copy of our latest book, Wolf Logic — Leadership.
- 4 — Immersive Leadership Summits, one per term.
- P — A personal Leadership Profile, debriefed at Summit 1.
- 12 — Months of The Academy, our certified PD pathway (VIT + AITSL aligned)
- 12 — Months of BetterUs Schools for the leader's entire school
- 12 — Months of ClassBreak, a bonus for the leader's own classroom
- LP — Your Leadership Pack: your unique network of leaders from other organisations.
- 4 — Virtual Leadership Pack meetings, one per term.
- \+ — Access to the Game Changers Leadership Community Hub: resources and connection.



INVESTMENT

Choose the tier that fits your school.

INDIVIDUAL
$1,499
per leader / year + GST

SCHOOL PACK
$5,099
4 leaders, ~$1,275 each + GST

WHOLE LEADERSHIP TEAM
From $18,999
up to 20 leaders, on-site + GST

The Bundle

Partnership rate: Game Changers + Student Agency. Custom pricing is available for in-house delivery, school networks and non-standard cohort sizes.

TAKE THE FIRST STEP

Bring Game Changers to your leaders.

The next cohort is forming now. Each cohort is deliberately capped to protect the group dynamic that makes this program work, so every leader is known, supported and challenged.

WHEN DOES IT RUN?

Four full days across the year, one per term. We don't publish a fixed calendar, because the right four days are different for every school: reports, camps, exam blocks and your own leadership rhythm all sit in the way. Tell us your region, or your school if you're running it in-house, and we'll set dates with you. **We reply within one business day.**

WHO TO NOMINATE

Who should you nominate?

1. An emerging leader who is already making a positive impact, with or without a formal leadership title.
2. Someone who is already leading up, down and across your school, positively influencing colleagues, supporting others and building strong relationships.
3. An experienced middle leader who is ready to refresh their leadership, expand their influence and continue growing their leadership capacity.
4. A leader you can see stepping into a significant leadership role within the next two to three years.
5. Someone who is ready to challenge themselves, grow their leadership and create meaningful change within your school.



REGISTER YOUR INTEREST

Let's play big.

theschoolofplay.co/schools/game-changers

Or email **team@theschoolofplay.co** with your school name, region and the number of leaders you're considering. We reply within one business day.

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