

## Advisory Group (Private)

A strategy for engaging stakeholders

---

### You might utilize a Private Advisory Group when...

You might utilize a private advisory group on a regular basis, as a way to receive consistent, honest, and targeted feedback, from a group of trusted colleagues or advisors.

For example, a principal may form a private advisory group of a few people he/she knows personally and can trust can maintain confidentiality and provide useful advice and information. The group may consist of colleagues from other schools who don't have a stake in the principal's school – people who can give unfiltered advice. Such a group may never meet as a group, but know that they are one. A private advisory group is informal, consists of people who don't have direct or strong interests in the school, are usually people with more experience, capable of maintaining confidentiality, and are not controversial publicly. The purpose is to support the individual principal with a practical knowledge base and to act as an important and safe sounding board for a principal leading in a challenging school.



### Description

Forming and managing a private advisory group is a medium leverage strategy for engaging a selected group of stakeholders in strategic visioning and planning. Typically the members share the same role, or have experience in the role, but not always (as with a “kitchen cabinet”). Private advisory groups meet regularly and more frequently (bi-weekly and/or monthly) to review the details of planned approaches to implement change. They are able to provide more in-depth feedback on the actions the school is taking to achieve improvement within the school.

**Confidentiality is key** in a private advisory group.

Benefits of a private advisory group include:

- Private advisories emphasize honest, targeted feedback. Confidentiality is key, unless there is a specific role built in for communication. The size, frequency of meetings, and intimate nature of private advisory groups allow members to go deeper to explore how strategies may or may not work before they hit the ground.
- Like the public advisory group, the diversity within a particular group gives private advisory groups a useful spectrum of perspectives.

### The “How To” of a Private Advisory Group

- Select members carefully – through invitation and/or application.
- Be clear about expectations and the need for confidentiality.
- Establish meeting parameters at the outset, including proposed frequency and purpose.