

She cut turnover 50% and earned a five-year charter renewal.

Renewal year. People leaving. Nobody telling her the truth. Sound familiar?



KATIE HATLEY

CEO & Superintendent
Graduate Arkansas
21+ years in education

WHERE SHE WAS

Everything had to look good that year. Twelve good people walked out. She heard about problems through rumors, not from her team.

WHERE SHE GOT STUCK — AND WHAT CHANGED IT

Katie knew the plan. What she kept putting off were the hard conversations, even with her own brother on her leadership team. Tre's team gave her fifteen-minute one-on-ones with every leader, starting that Monday.

WHERE SHE IS NOW

Half the departures. A five-year renewal. A team that tells her the truth.

50%

turnover-rate reduction

12 → 6

staff departures

5 years

charter renewal earned

The same path Katie took is open to you.

01 SHE READ HER TEAM

Learned how each leader communicates and decides.

02 SHE BUILT SHARED PRACTICE

Turned her team's strengths into daily habits.

03 SHE COACHED HER LEADERS

Accountability, clear roles, and follow-through, every semester.

04 SHE CLARIFIED OWNERSHIP

Who owns what, in writing — said out loud to her team, including her brother.

THIS IS WHERE SHE HAD THE HARD CONVERSATION

05 SHE KEPT THE RHYTHM

Weekly check-ins, biweekly leadership meetings, quarterly one-on-ones.

RIGHT NOW

Who is the conversation you've been avoiding?

Picture them. That's your step four. Tre's team helped Katie have hers. They can help you have yours.