

SHIFT: Driving Lasting Adult Behavior Change in Schools

Transform how your educators show up, grow, and lead by shifting their behavior, not just their knowledge.



The Problem with Traditional PD

We ask educators to adopt new systems, strategies, and mindsets, but forget that real change is hard.

- Staff attend PD but go back to old habits
- There's no follow-up or coaching for new behavior
- Skill gaps are labeled as attitude problems
- Systems change, but adult behavior doesn't
- Implementation collapses under stress or confusion

Without an intentional approach to adult behavior change, schools will stay stuck in cycles of good ideas and failed execution.

Introducing the SHIFT Model™ for Adult Behavior Change

SHIFT is ElevateEd's research-based model for changing adult behavior in real school environments, with clarity, coaching, and systems alignment.

S - Structure & Preconditions

We start by identifying what must be in place for new behaviors to thrive (time, role clarity, leadership alignment, support systems).

H - Habits Through Coaching & Repetition

One training isn't enough. We help leaders embed small habits through real-time feedback, coaching, and repetition in context.

T - Trust & Team Culture

No behavior change sticks without psychological safety. We help leadership create a culture where growth is expected, modeled, and celebrated.

I - Internal Confidence & Competency

Adults change when they feel capable. We focus on building skill and belief through intentional modeling, rehearsal, and scaffolding.

F - Focus & Feedback Loops

We build in visible data and feedback cycles that track success, correct course, and build momentum, one step at a time.

What You Can Expect

Our SHIFT training helps school teams:

- Shift from awareness to action
- Move from compliance to commitment
- Build systems that support new habits
- Increase staff consistency and ownership
- Embed growth into the daily rhythm of teaching

“This wasn’t just another PD. SHIFT helped us understand how to actually help adults grow, and gave us the tools to do it step by step.”

- Director of Innovation, Partner District

How It Works

01 Book a Strategy Call

We'll explore your team's implementation challenges and readiness.

02 Select the SHIFT Delivery Model

Choose from a 1-day training, a coaching series, or full system integration aligned to your goals.

03 Watch Adult Behavior Shift for Good

See consistent practice, increased confidence, and greater impact across classrooms and teams.

Common Questions

Q: Is this just about rewards?

Not at all. We help you build a values-driven PBIS system that focuses on teaching, accountability, and student ownership, not just incentives.

Q: What grade levels does this work with?

We support elementary, middle, and high schools and adjust implementation accordingly.

Q: What if our staff is skeptical?

That's normal. Our training builds clarity, confidence, and practical tools, and we help you bring your leadership team along the way.

Summary of the SHIFT Model™

Element	What it Does
S - Structure & Preconditions	Sets up time, space, and systems for behavior change to be possible
H - Habits & Repetition	Ensures the new behavior is coached, practiced, and reinforced
I - Internal Competence	Builds both skill and belief through scaffolded learning
F - Focus & Feedback	Drives growth with accountability and short feedback cycles
T - Trust & Team Culture	Creates a culture where change is safe, modeled, and expected