

Vision to Reality: Leading the Launch of World-Class Schools

IBO Asia Pacific Conference
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Founder and CEO of GSE



Expert in launching and managing international schools
Proven track record in IB school development

WE HAVE LED **35** PROJECTS IN **29** COUNTRIES



GSE Global
Services in
Education

Setting Up Schools

Market Research and
Feasibility Studies
Financial Modelling
Business Planning

School Design
Marketing and Branding
Accreditation and Licensing

Operations
Human Resources
Curriculum Development
Purchasing and Procurement

Strategic Planning
Operational Planning
Transport Services
Information Technology

Managing Schools

All Major Curriculums

K-12

Kindergartens

Vocational and Technical

Universities

Virtual Schooling

Full Service Independent Management

School Franchise Models

Improving Schools

Leadership and Teacher Training

360 Degree Review Processes

Mergers and Acquisitions

The Power of Vision and Mission Integrity



A compelling vision must translate into reality:

‘Vision and Mission Integrity’

‘Signature Experiences’ shape culture

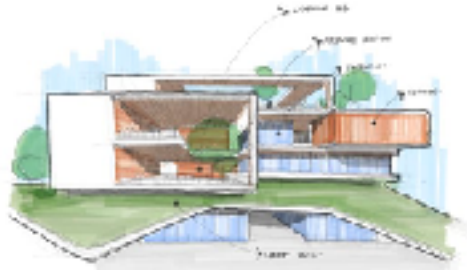
Long-term alignment with school values

SIGNATURE

EXPERIENCE

Every workplace, business or school has unique experiences that reflect a common culture of behaviours

Aligning School Design with Future-Ready Learning



School design must reflect your IB school vision
'Signature Experiences' must reflect the IB paradigm
Seamless integration with IB framework



Building a High-Performance Leadership Team



Four Key Leadership Skill Sets:

- Educational Leadership
- Business & Financial Leadership
- Marketing & Branding Leadership
- Cultural Intelligence



Creating Well-Organised and Efficient Systems

Two purposes for creating good systems:

- Efficient management
- Meeting accreditation demands

Accreditation observes, not creates, quality

Developing a Distinctive School Identity

Differentiation in a competitive market
Branding, marketing, and reputation-building
Engaging students, parents, and community

IDENTITY

The Integration of Technology & Innovation

EdTech reshaping learning experiences

AI, adaptive learning, and virtual tools

Enhancing traditional teaching



Cultural Intelligence in a Globalised School

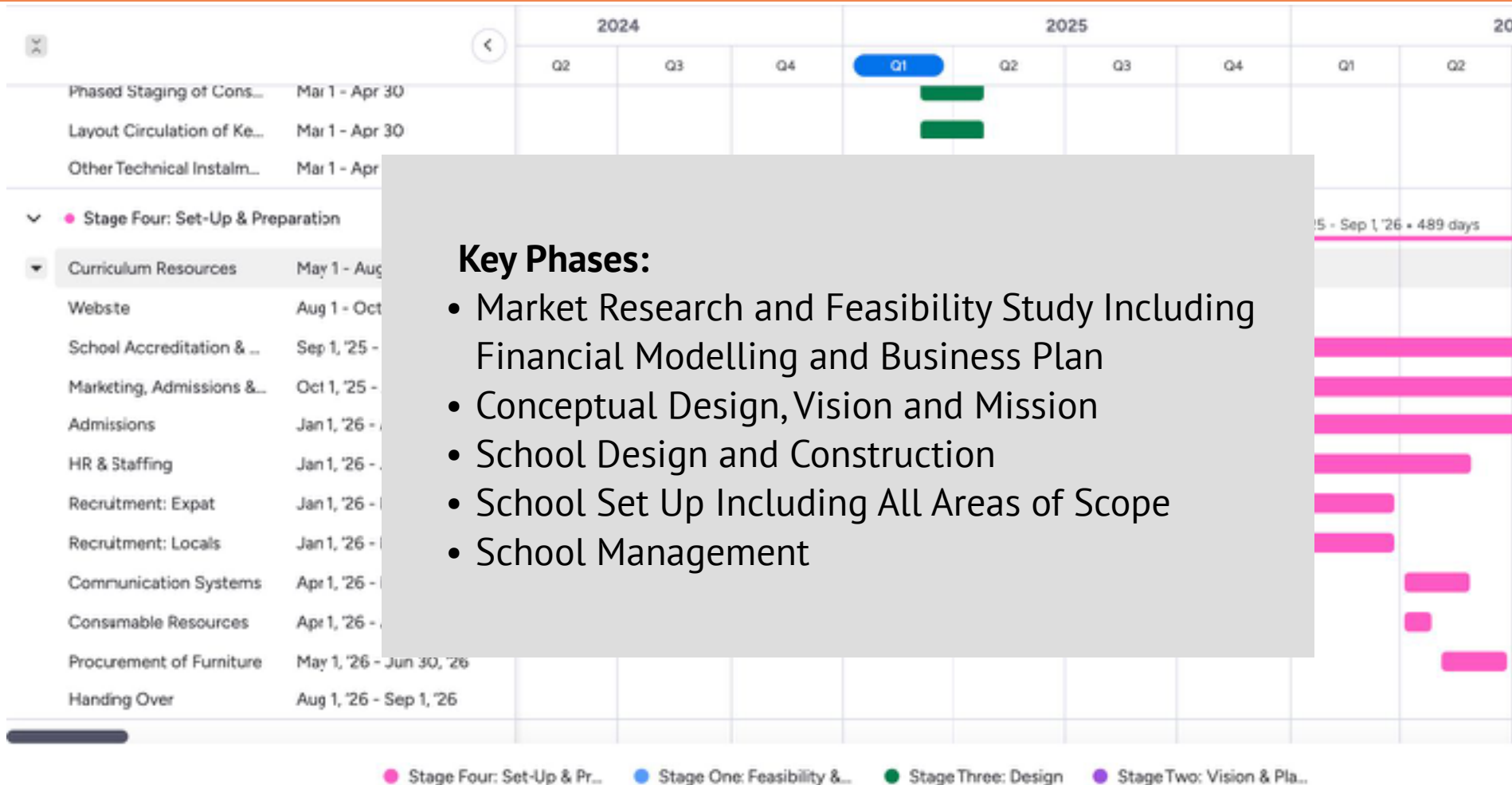
Respecting diverse cultural perspectives

Effective collaboration between foreign and local experts

Avoiding tensions and fostering synergy



From Construction to Day One: Managing the Journey of 2000 steps



Sustaining Innovation Beyond Year One

Maintaining innovation and adaptability

Embedding a culture of continuous improvement
(Leadership must reflect IB Principles)





International Baccalaureate®
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EXPERIENCE



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