

The Impact Cycle + M2

By Swivl and Jim Knight's Instructional Coaching Group

Goal

Let's turn coaching conversations into continuous instructional growth.

The Impact Cycle with M2

Great teaching improves through a simple cycle:

Identify - Learn - Improve - Repeat.

This cycle is the foundation of the Impact Cycle developed and research-based by Jim Knight and the Instructional Coaching group, which supports educators and coaches in setting goals, developing strategies, and monitoring progress to improve learning.

M2 strengthens this cycle by bringing instructional feedback into everyday teaching.

Why This Matters

Instructional coaches partner with teachers to:

- Identify student-centered goals
- Develop teaching strategies
- Monitor progress and problem-solve together

M2 extends this support into every classroom, every day.

1 Identify

Set a meaningful instructional goal

Teachers and coaches begin by identifying a student-centered goal that will make a real difference.

How M2 supports this work:

- Listens to classroom instruction and surfaces patterns over time
- Highlights strengths and growth opportunities automatically
- Makes classroom practice visible without extra work

The result is that teachers and coaches start conversations with shared, objective insights.

2 Learn

Practice strategies that support the goal

Instructional coaching focuses on learning and applying high-impact teaching strategies.

How M2 supports this work:

- Provides real-time, actionable teaching tips during class
- Generates guided activities teachers can use immediately
- Offers coaching-style feedback after lessons

The result is that teachers learn while they teach, not just during workshops.

3 Improve

Adjust and grow over time

Coaching is most powerful when progress is visible and continuous.

How M2 supports this work:

- Tracks progress toward instructional goals over time
- Shows how adjustments impact instruction and classroom experience
- Encourages ongoing reflection and refinement

The result is that coaching conversations become focused, measurable, and sustained.

The Big Impact

Instructional coaching is one of the most powerful ways to improve teaching and learning.

We believe that M2 helps schools scale coaching support so every teacher can continuously move through The Impact Cycle.

Learn more

- [Instructional Coaching Group](#)
- [Get in Touch with Instructional Coaching Group](#)
- [M2 - The Intelligent Co-Teacher by Swivl](#)
- [Schedule a Consultation with Swivl](#)

