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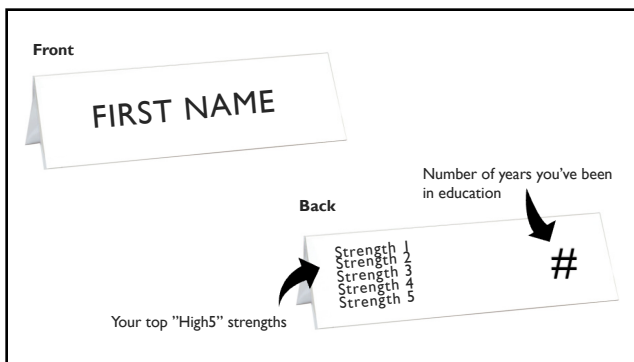
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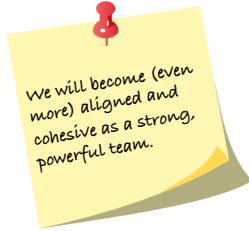
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OUR COLLECTIVE TARGETS:



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OUR COLLECTIVE TARGETS:



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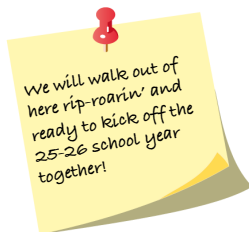
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OUR COLLECTIVE TARGETS:



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BOOKMARK THIS

- Handouts
- Resources
- Forms
- Tools
- Protocols
- Templates

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TEAM INTRODUCTIONS

- Who are we?
- Where are we from?
- How many years in education do we have?
- Why are we here? What's our goal for these two days?



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KNOW THYSELF



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### SUPERHERO INTERVIEW

1. Individual reflection & coffee/walk break
2. Introduce yourself in 3<sup>rd</sup> person
3. Share your High-5 strengths
4. Pick one: How does this strength live & breathe in your everyday life?



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### WHAT ARE YOUR TEAM'S STRENGTHS?


**As a team**, compile a list of strengths.

Discuss the pros and cons of your collective assets.

Prepare to share your summary.

How will you excel?

What might you need?



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### COMMUNITY AGREEMENTS

- "If you don't define your norms, they'll define you." – Anonymous
- "The culture of an organization is determined by the worst behavior(s) the leader will allow." – Todd Whitaker
- If you have norms, take 'em out
- Analyze *Shaw Operational Norms*
- What do you notice? What do you wonder?
- Work through your packet as a team, emphasizing your Operational Norms.



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WHEN IT HITS THE FAN...

- "How will we address behavior that is incongruous to our norms?"
- Brainstorm creative ideas. Have fun with it!
- Role play:  
You're in a team meeting. Everything's going great, until someone poses an idea and a colleague audibly rolls his/her eyes. How do you handle this moment? How is it handled later? How does everyone know the plan? Who goes first?

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WHAT DO ALL GREAT LEADERS DO?

Rally everyone toward the clear, compelling, common vision of the ideal future.

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VISION  
OR  
VISION  
STATEMENT?

You don't need a collection of \$5 words to share a vision of a better, brighter future!



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WHOSE VISION IS IT?

|  |             |
|--|-------------|
| 1. To transform the television and streaming ecosystem through innovative technology and platform development. | A. Goldcast |
| 2. To change the world through personalized digital experiences.   | B. Adobe    |
| 3. To easily produce, repurpose, and distribute video content throughout the buyer journey.                    | C. Netflix  |
| 4. To become the best global entertainment distribution service.   | D. Roku     |

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WHOSE VISION IS IT?

|  |                       |
|--|-----------------------|
| 1. To transform the television and streaming ecosystem through innovative technology and platform development. | A. Goldcast    \$11 M |
| 2. To change the world through personalized digital experiences.   | B. Adobe    \$177 B   |
| 3. To easily produce, repurpose, and distribute video content throughout the buyer journey.                    | C. Netflix    \$507 B |
| 4. To become the best global entertainment distribution service.   | D. Roku    \$10 B     |

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MISSION: "TO ENTERTAIN THE WORLD."

VISION STATEMENT: "BECOMING THE BEST GLOBAL ENTERTAINMENT DISTRIBUTION SERVICE."

VISION:

"WHATEVER YOUR TASTE, AND NO MATTER WHERE YOU LIVE, WE GIVE YOU ACCESS TO BEST-IN-CLASS TV SERIES, DOCUMENTARIES, FEATURE FILMS AND MOBILE GAMES. OUR MEMBERS CONTROL WHAT THEY WANT TO WATCH, WHEN THEY WANT IT, IN ONE SIMPLE SUBSCRIPTION. WE'RE STREAMING IN MORE THAN 30 LANGUAGES AND 190 COUNTRIES. BECAUSE GREAT STORIES CAN COME FROM ANYWHERE AND BE LOVED EVERYWHERE, WE ARE THE WORLD'S BIGGEST FANS OF ENTERTAINMENT AND WE'RE ALWAYS LOOKING TO HELP YOU FIND YOUR NEXT FAVORITE STORY."

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MISSION: "TO MAKE A DIFFERENCE IN THE FUTURE OF OUR WORLD."

VISION STATEMENT: "TO INSPIRE LIFELONG LEARNING, FOSTER CREATIVITY, AND NURTURE RESPONSIBLE GLOBAL CITIZENS THROUGH INNOVATIVE, INCLUSIVE EDUCATIONAL EXPERIENCES BLAH BLAH BLAH."

WHAT MAKES YOUR VISION...

CAPTIVATING?

INVIGORATING?

INESCAPABLE?

COMPELLING?

PASSIONATE?

REAL?

REMARKABLE?

RADIANT?

SPECIAL?



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WHAT GREAT LEADERS DON'T DO

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GROUP PROJECT: BUILDING A VISION

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WHEN OUR WORK IS DONE  
SPECTACULARLY WELL...

How will we know?

- What will we have accomplished?
- What will it feel like?
- What will be happening?
- Who will be affected?
- What will we see?
- How will we measure our success?
- What impact will we have?

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FOLLOW THE PROTOCOL

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WHY ARE THESE ELEMENTS  
IMPORTANT?

- Inclusion of expert research AND practical experiences
- Co-creation of spectacular outcomes and look-fors
- Future-oriented, phrased in present-tense language
- Opportunities to dialogue, discuss, and process
- Model for consensus-building

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CLEAR ACTION STEPS:

- Survey your team. Do the all members of the team have a clear, common, compelling vision of success? How do you know?
- Co-create a vision of spectacular success. Ensure all team members have their fingerprints on it.
- Communicate and revisit the clear, common, compelling vision often. Allow it to drive your efforts.



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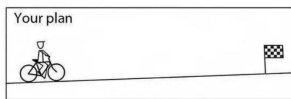
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FROM HERE TO OUR CLEAR, COMMON, COMPELLING VISION:



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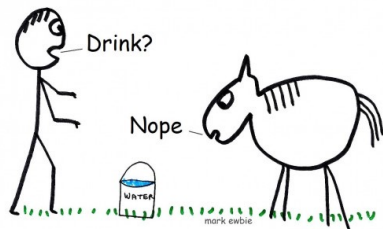
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A COMMON LEADERSHIP CONUNDRUM



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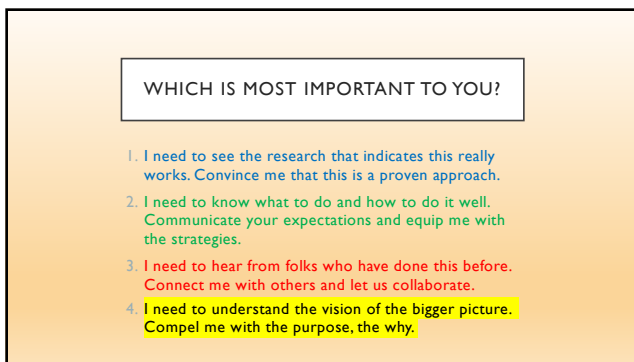
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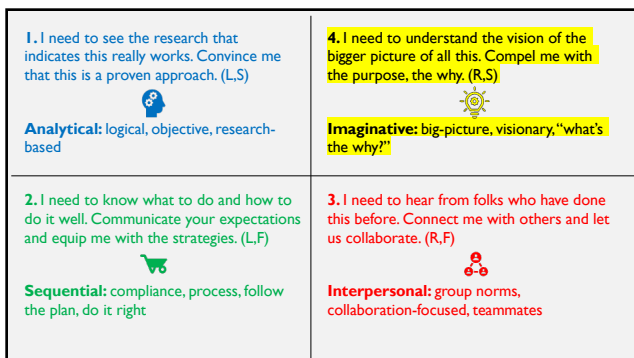
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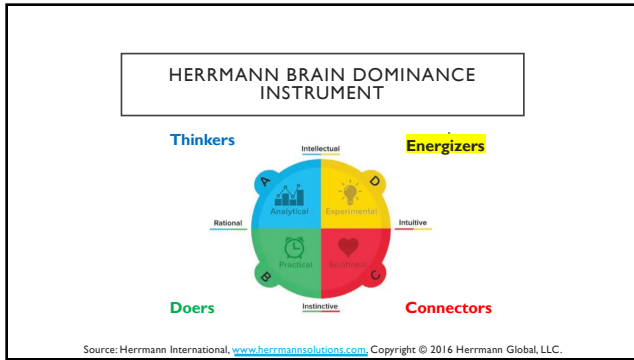
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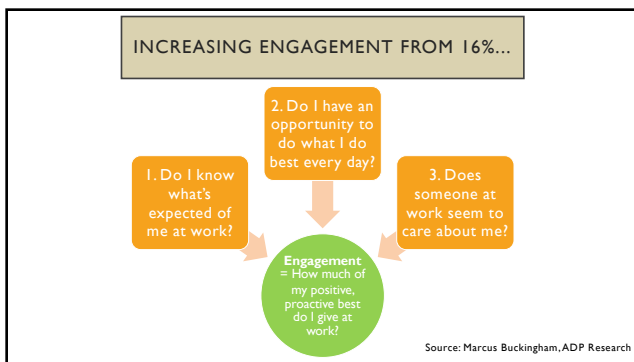
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**ELEMENTS TO CONSIDER**

- Consider the Herrmann Brain Dominance Instrument: Which is your dominant **learning** style? Which is your dominant **leading** style?
- How often do you meet with each of your direct reports?
- What is the content of those conversations?
- How do you determine levels of individual engagement & commitment?

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#### CLEAR ACTION STEPS:

- As often as possible, hit each of the 4 quadrants of the HBDI in your regular communication with your team.
- Meet with each of your direct reports 1:1 at least every two weeks.
- Ask: What are you working on? How does it move us closer to our vision? What do you love most about your work? How can I support you? What do you need?



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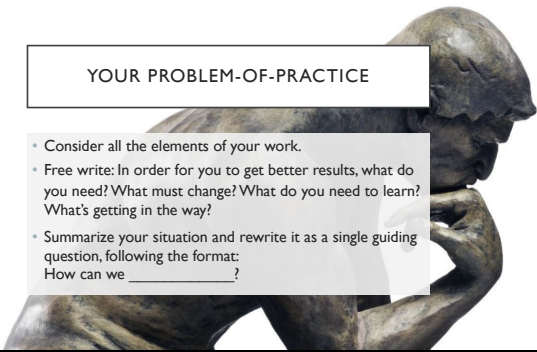
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#### YOUR PROBLEM-OF-PRACTICE

- Consider all the elements of your work.
- Free write: In order for you to get better results, what do you need? What must change? What do you need to learn? What's getting in the way?
- Summarize your situation and rewrite it as a single guiding question, following the format:  
How can we \_\_\_\_\_?



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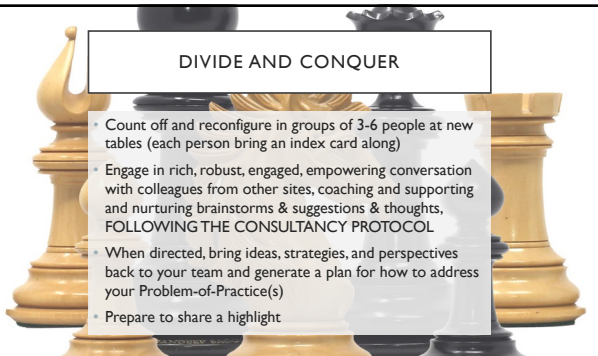
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#### DIVIDE AND CONQUER

- Count off and reconfigure in groups of 3-6 people at new tables (each person bring an index card along)
- Engage in rich, robust, engaged, empowering conversation with colleagues from other sites, coaching and supporting and nurturing brainstorm & suggestions & thoughts, FOLLOWING THE CONSULTANCY PROTOCOL
- When directed, bring ideas, strategies, and perspectives back to your team and generate a plan for how to address your Problem-of-Practice(s)
- Prepare to share a highlight



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CONSULTANCY PROTOCOL

- Choose a person (the Questioner) to share a Problem-of-Practice with the group. (2 min.)
- The rest of the group (the Discussants) ask clarifying and probing questions of the Questioner to get a better grasp of the question and situation. (3 min.)
- The Questioner backs up a foot and listens while the Discussants engage in a rich, robust discussion about the Questioner's Problem-of-Practice. (8 min.)
- The Questioner returns, summarizing and identifying a next-step to address the Problem-of-Practice (2 min.)

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JANUS REFLECTIONS

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DRAFT A WORK-PLAN

- Let's put together a draft plan to address your most pressing problem-of-practice
- Use the Reflective Cycle to analyze the likely effectiveness of each strategy

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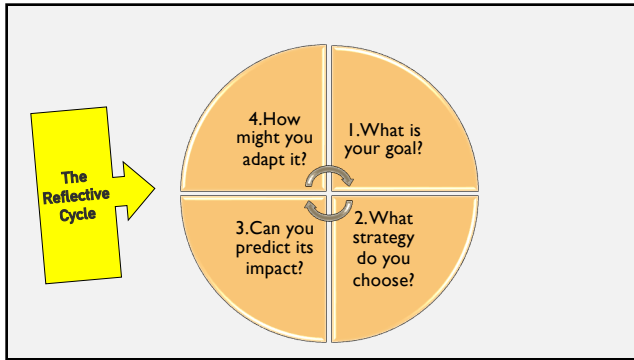
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**Questions to challenge yourself with: Reflective Cycle**

When we deliberate our values to having something new, improving what, describing our experience, and/or something a goal, we tend to focus on the problem to solve. The Reflective Cycle is a tool to help us think about the problem to solve from the right perspective. It is a tool to help us think about the problem to solve from the right perspective. It is a tool to help us think about the problem to solve from the right perspective.

**Question 1: ASSESS YOUR SITUATION**

What is the problem? What are the goals? What are the constraints? What are the resources? What are the risks? What are the opportunities? What are the challenges? What are the obstacles? What are the barriers? What are the enablers? What are the facilitators? What are the inhibitors? What are the accelerators? What are the decelerators? What are the moderators? What are the mediators? What are the confounders? What are the covariates? What are the correlates? What are the consequences? What are the outcomes? What are the impacts? What are the effects? What are the results? What are the findings? What are the conclusions? What are the recommendations? What are the suggestions? What are the proposals? What are the plans? What are the actions? What are the steps? What are the tasks? What are the responsibilities? What are the roles? What are the functions? What are the duties? What are the obligations? What are the commitments? What are the promises? What are the pledges? What are the vows? What are the oaths? What are the covenants? What are the pacts? What are the treaties? What are the agreements? What are the contracts? What are the deals? What are the bargains? What are the exchanges? What are the trades? What are the transactions? What are the interactions? What are the relationships? What are the connections? What are the links? What are the ties? What are the bonds? What are the connections? What are the links? What are the ties? What are the bonds?

**Question 2: BUILD YOUR STRATEGY**

What is the strategy? What are the goals? What are the constraints? What are the resources? What are the risks? What are the opportunities? What are the challenges? What are the obstacles? What are the barriers? What are the enablers? What are the facilitators? What are the inhibitors? What are the accelerators? What are the decelerators? What are the moderators? What are the mediators? What are the confounders? What are the covariates? What are the correlates? What are the consequences? What are the outcomes? What are the impacts? What are the effects? What are the results? What are the findings? What are the conclusions? What are the recommendations? What are the suggestions? What are the proposals? What are the plans? What are the actions? What are the steps? What are the tasks? What are the responsibilities? What are the roles? What are the functions? What are the duties? What are the obligations? What are the commitments? What are the promises? What are the pledges? What are the vows? What are the oaths? What are the covenants? What are the pacts? What are the treaties? What are the agreements? What are the contracts? What are the deals? What are the bargains? What are the exchanges? What are the trades? What are the transactions? What are the interactions? What are the relationships? What are the connections? What are the links? What are the ties? What are the bonds? What are the connections? What are the links? What are the ties? What are the bonds?

**HANDY PROMPTS**

Use this as your go-to tool for feedback and growth-oriented conversations!

...and...

Use this to challenge yourself and your team to keep your mind(s) on-point!

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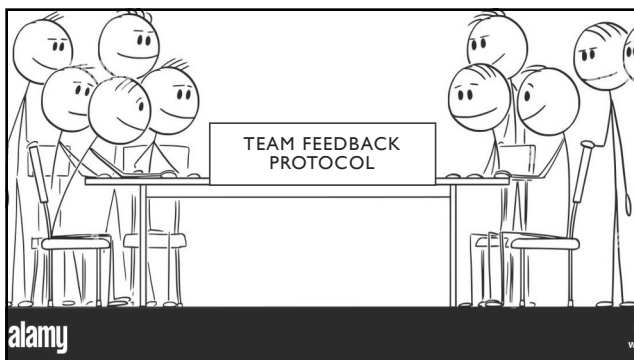
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**SAMPLE PROMPTS**

1. What questions do you have about any of the specific steps in our plan?
2. What are some of the strengths of our plan (as it directly relates to the achievement of our goals)?
3. What “yeah buts” do you think we should anticipate?
4. How might we make this plan even better?

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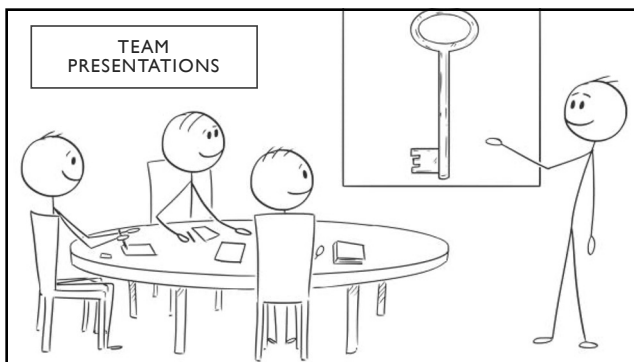
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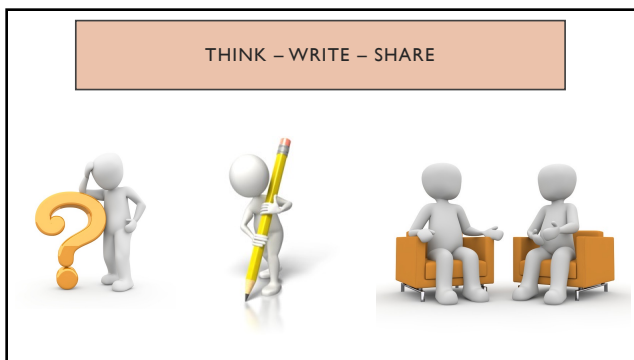
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### COLLECTIVE REFLECTIONS

- What worked well for us? How did we adhere to our norms?
- What struggles did we encounter? How can we refocus our collective energy?
- Let's revisit our individual and collective strengths. How did our strengths support our team? What could we do to refine that?

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### REFRAMING DRUDGERY



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### WHERE DO YOU FIT IN?



- What are my strengths?
- What opportunities do I have to impact our collective vision?
- What contributions can I make to influence our success in accomplishing our WIG(s)?

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### INDIVIDUAL COMMITMENT

Within your teams, return to your original purpose and commitment

Closing challenge: How will you hold yourself personally accountable to our efforts? Share your commitment with your team

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### WRAP-UP

- Schedule your follow-up Zoom with Pete
- Schedule your next team meeting(s)
- Finalize your plan for the 25-26 launch
- Pack your box
- Provide a testimonial on this experience
- Ask Pete any lingering questions
- Enjoy Coeur d'Alene!

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### THANK YOU!

Mr. Pete Hall, President/CEO, EducationHall

[PeteHall@EducationHall.com](mailto:PeteHall@EducationHall.com)

For more information and additional free resources, visit [www.EducationHall.com](http://www.EducationHall.com)

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