Nourishing Staff Buy In

CEI Annual Showcase June 2018









Laura Hilger

Director of Teaching and Learning

hilgerl@knowledgeworks.org

Find Me: @hilgerl/Pinterest/LinkedIn

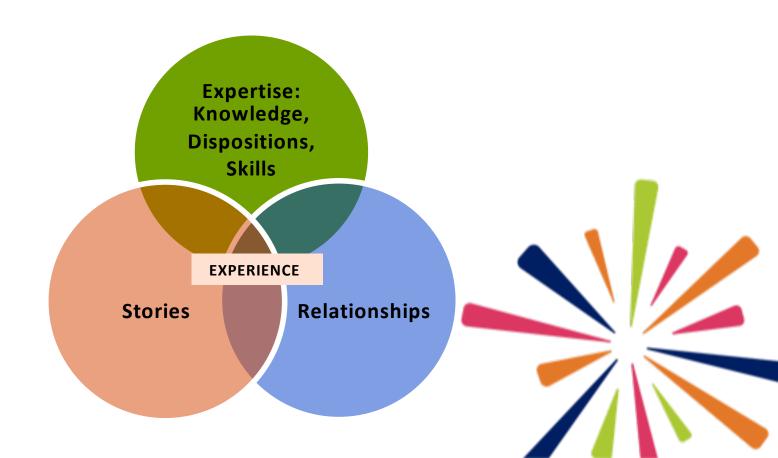


Intended Learning Outcomes/Reflections

- Reflect about the power of voice
- Review trends and research from the field around 2nd order change management
- Explore strategies for engaging stakeholders around their sense of urgency and their why
- Connecting the why to the what: protocols for determining an operationalized definition for your current change initiative

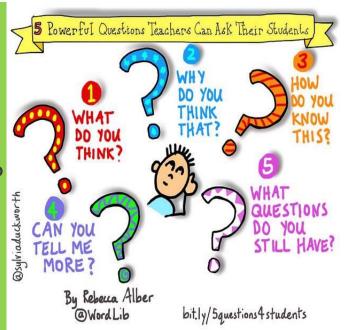


"Maybe stories are just data with a soul." Brene' Brown

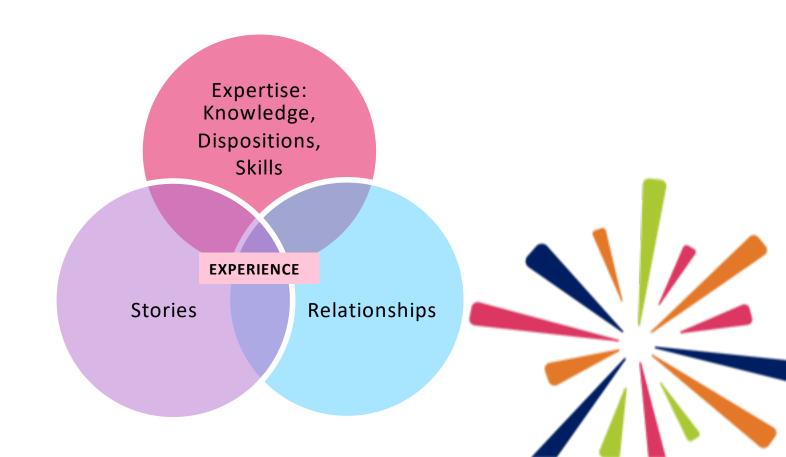


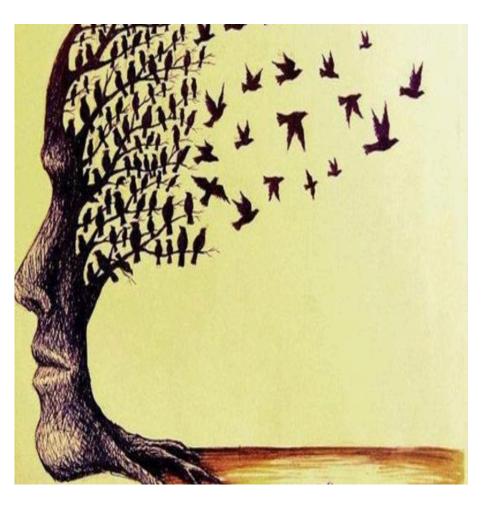
Driving Questions

- How do we build stakeholder buy-in?
- Where do you want to be at the end of next year?



"Maybe stories are just data with a soul." Brene' Brown









How are we using Voice to build Aspiration?

- Self-Worth
- Engagement
- Purpose



Shoe Trios





The Struggle is REAL...

Initiative Fatigue

Researchers caution against adopting too many initiatives that detract from the improvement focus on the building and result in "initiative fatigue."



Elmore, 2006; Fullan, 2010; Reeves, 2006



1st Order

- Doing what we are already doing

Change

Desire

Commitment

Sense of Urgency

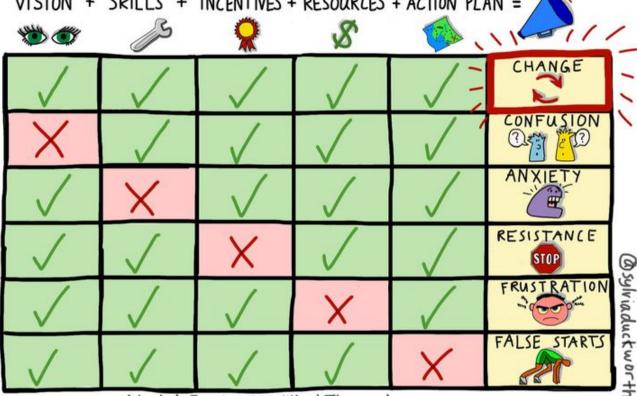
- Answers are not known
- Hard
- Conflicting
- Doing Something Different
- Irreversible

"I don't know." -Dalai Lama

2nd Order

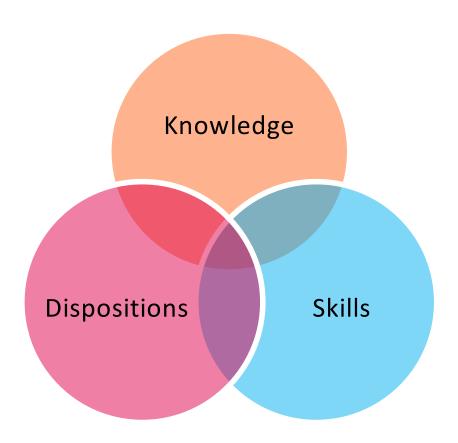
Managing Complex Change

VISION + SKILLS + INCENTIVES + RESOURCES + ACTION PLAN =



Adapted from Knoster, Villa, & Thousand

How is leading 2nd Order Change different?



What is Different?

1. Learner-Centered for ALL

2. Systemic Change





Management Skill & Capabilities

Communication Processes and tools = SUCCESSI

WHY

Role-models. WHO I see others do it

WHAT WHEN

I can do it

Sharing and

Collaboration, My tools and routines make it easy

I will change my behavior if: I see others do it: Role-modelling. I understand Why and am committed. I can do it: Capabilities. My tools and routines make it easy. Now mindset & behavior shifts.

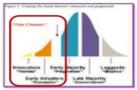




Skill & Capabilities Management

Communication Processes and tools

Targeting:



Commitment: Do we have a commitment? Do we believe this is doable with the resources, time plan, actions and skills we possess? Will we be able to cross the chasm, i.e get the snowball rolling





Management

Skill & Capabilities Communication

Processes and tools

Do we need incentives to do this? Salary. Or do we understand, believe in and want to contribute to the Why











Skill & Capabilities | Communication | Processes and tools

Inclusiveness





Skill & Capabilities | Communication | Processes and tools

Easy for Early majority, Late majority and Laggards to follow

The Chas

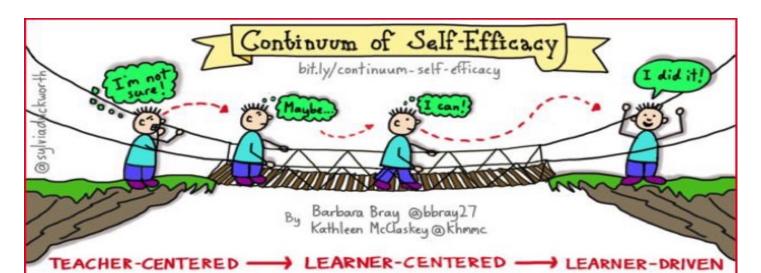
Targeting:

Given your 2nd Order **Change Desire...what** we are really talking about is shared leadership

Capacity

Efficacy (an aspect of Agency)

KnowledgeWorks.org



CAUTIOUS

- has a difficult time making decisions
- voices ideas or opinions but may not take action on them
- · has concerns about what other people think about them

SELF-ESTEEM

- ·builds relationships with teacher & peers
- · exercises voice consistently
- reflects on relationships with themselves, others, & the world
- · appraises their own worth

SELF-CONFIDENCE

- believes in ability to develop skills to support learning
- guides own thoughts,
 behaviors, & emotions
 to reach goals
 is intrinsically motive
- ated to voice their position on matters

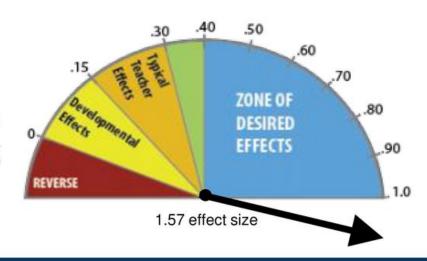
PERSEVERANCE

- · embraces challenges
- · views failure as a learning opportunity · develops resilience
- for rigorous learning
 is willing to take risks
 and go the extra mile to
 achieve any goal
 they set

@ Personalize Learning, LLC

Research-Based Best Practice - Dr. John Hattie

Teachers shared belief that through collective action, they can positively influence student outcomes, including impacting those who are disengaged and/or disadvantaged.

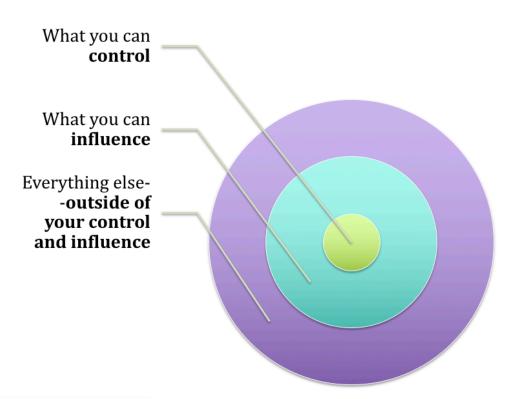


Collective Teacher Efficacy

Collective Teacher Efficacy Continuum

High CTE	Low CTE
Optimistic: Have a shared belief that all students can achieve (growth mindset)	Pervasive Doubt: Feel powerless over circumstances beyond their control, expect undesirable results (deficit mindset)
Confidence: Believe that they can effectively teach students so that every student makes progress	Uncertainty: Doubt they can teach or reach certain students
Collaborative: Believe in the power of collective thought and action	Isolated: Believe that they are alone in their specific responsibilities and challenges, doubt that the team/group can add value
Learners All: See themselves as learners, value error, seek feedback, learn from one another	Know Enough: See themselves as experts and know enough to deliver what needs to be taught
Perseverance: Staying power based on commitment to success	Apathy: Feel powerless, put in minimum effort

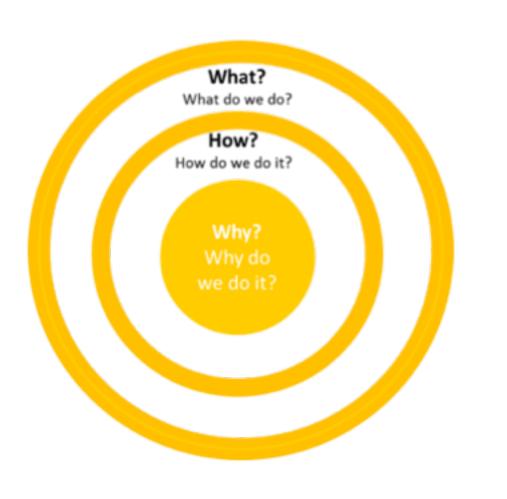
Sphere of Influence



Elena Aguilar KnowledgeWorks.org

So, if we need people on board, what actions might we take?





Simon Sinek



Staff Activity: Scanning

Macro:

economy, technology, politics, society

Industry:

What events in education are positively or negatively impacting your district?

Environmental

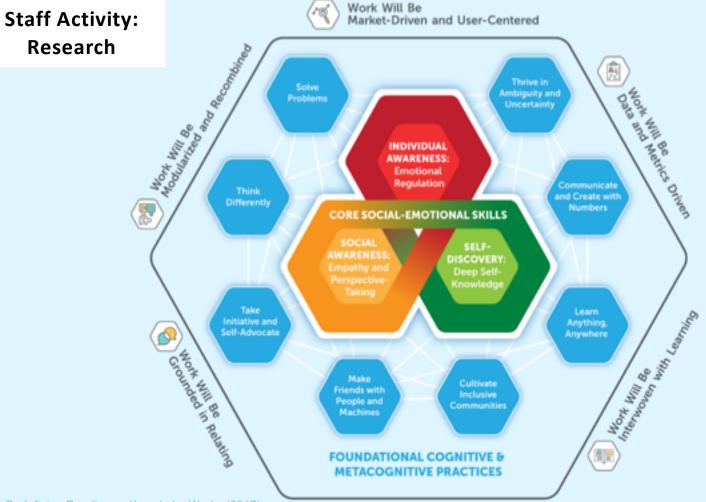
Scanning

Competitive:

How are you performing and how can you stay relevant?

Internal:

What are the most pressing issues in your district?



knowledgeworks.org

Where do these core SELs currently live in your learning community?

Individual Awareness: Emotional Regulation Recognizing one's own emotions and understand triggers that create them to shift to more desired, productive status

Social Awareness: Empathy and Perspective-Taking

 Recognizing other's emotions; developing deep empathy for collaboration and inclusive work environments

Self-Discovery: Deep Self-Knowledge • Discover personal and professional strengths, weaknesses, passions, and emotional Patterns. Develop a vision for life.

When asked, employers...

4C's	Least Important	Less Important	Neutral	Somewhat Important	Most Important
Critical Thinking	0.1%	0.3%	2.4%	27.2%	70%
Communication Skills	0.0	0.3	4.2	31.8	63.7
Collaboration	0.0	0.7	6.3	41.5	51.5
Creativity	0.4	1.4	6.6	28	63.6

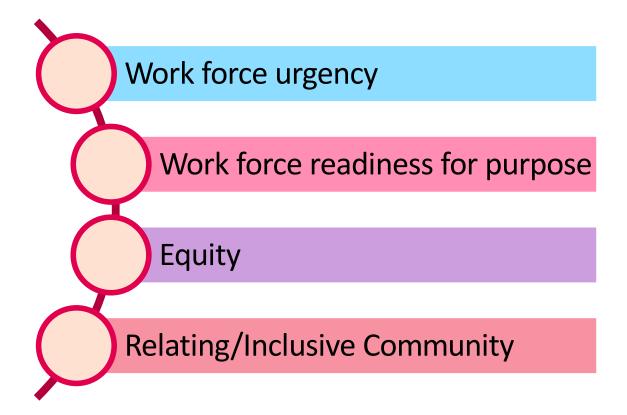
Staff Activity: Where are we?

- Self-Evaluation Tools
- Strategic Plan Checks/Monitoring
- Data Aligned to current Vision:
 - Survey
 - Performance Data
 - Demographic

Complete a SPOT Analysis

STRENGTHS	PROBLEMS
OPPORTUNITIES	THREATS

Have Staff Generate Their Own Why List



FIND A "DANCE" PARTNER

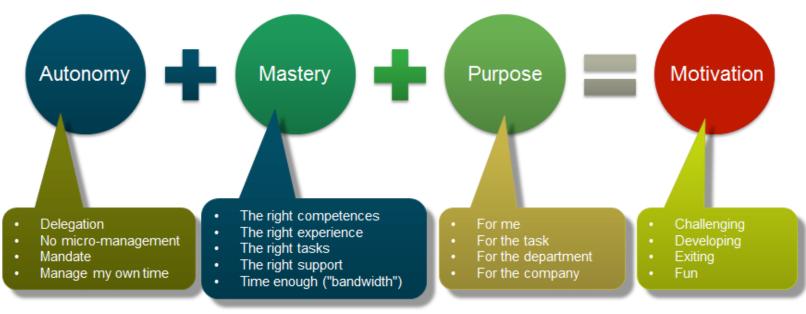
A tool that allows people to network





Daniel Pink's *Drive*

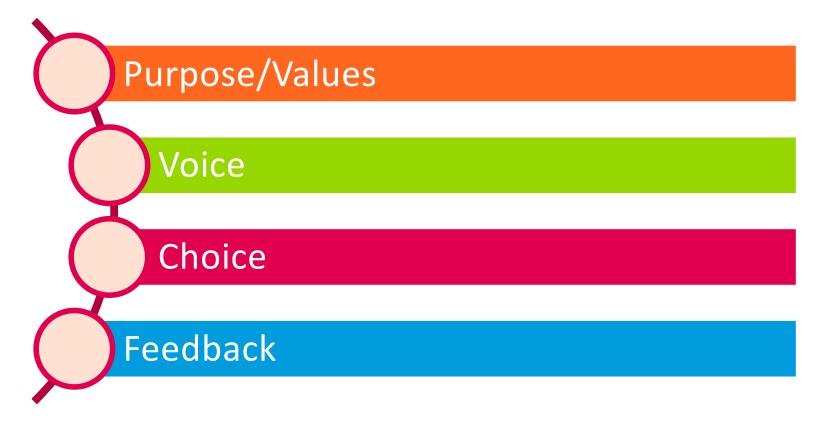
Motivation – how do we do it?



© Erik Korsvik Østergaard



Personalizing Leadership Capacity



Vision:

At KnowledgeWorks, our vision is that every student experiences meaningful personalized learning that enables him or her to thrive in college, career and civic life.

Values:

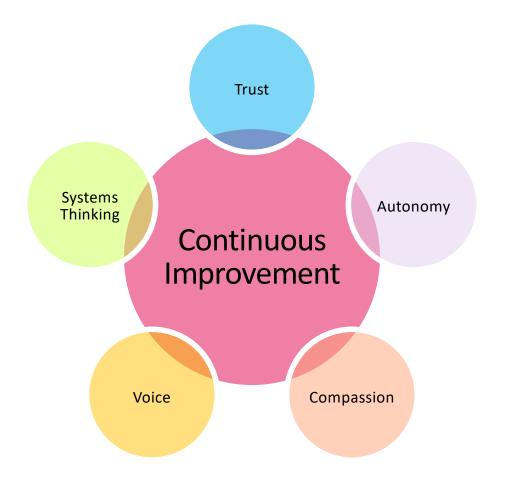
Empower-Courage-Partner-Inclusion-Passion



Laura

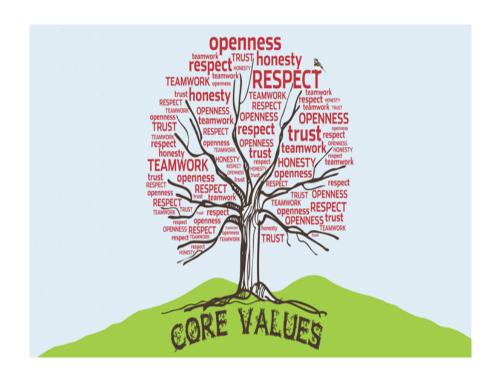
My Vision:

Lead a balanced and explorative life with intention while helping to activate personalized competency-based education systems across the country so that every learner has equity and agency to thrive in life.

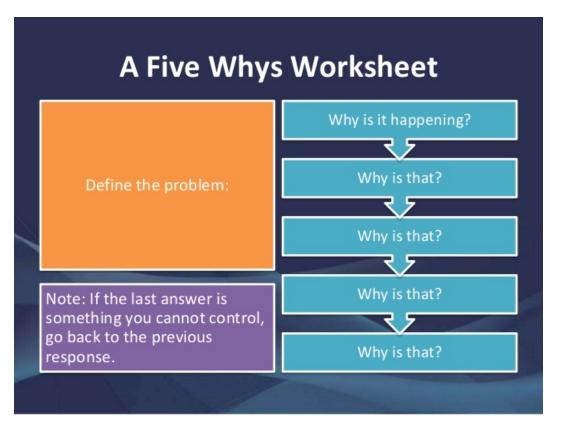


One Core Values Exercise

- 1. Examine the provided list of values. Circle up to 10 that are the most important to you. If needed, add missing values that are not on the list.
- 2. Narrow your list down to 5.
- 3. If you can, narrow your list down to 3.
- 4. These represent your core values.
- 5. Consider how the actions you currently take reflect your core values.
- 6. How might you align/better align your core values and actions to your site vision?



Another Tool: 5 Whys



Why the 5 Whys

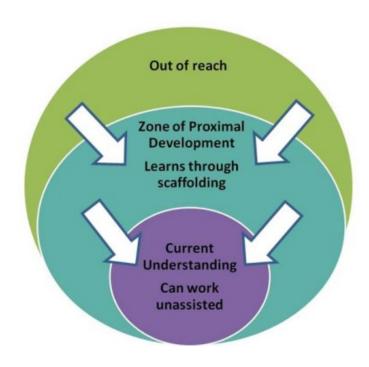
Purpose of this 'tool': help you determine the 'root' or real issue involved with a problem

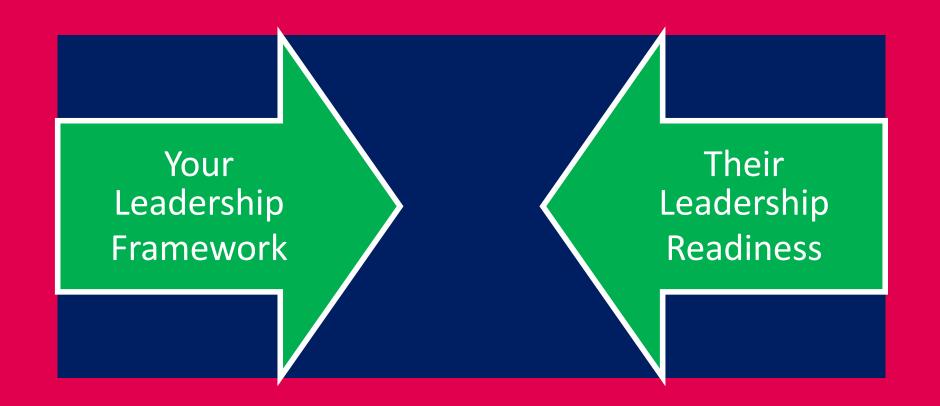
- Real-Life Application: What is a problem/decision you've been battling?
 - Why do I teach?
 - Why do I lead?
 - Why would I want to...



CAUTION!

Zone of Proximal Development





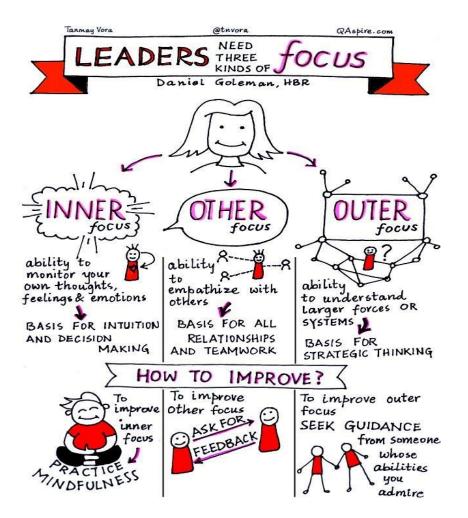
Action #3: Establish a culture that practices all three types of FOCUS (The **Hidden Driver of** Success)

KnowledgeWorks.org

"Directing attention toward where it needs to go is a primal task of leadership."

- Daniel Goleman





3 Minute Frenzy



Process:

- 1. Rotate meeting with others so that you have met with at least 3 people.
- 2. Switch when you are ready **Task**:
- Discuss strategies, tips, resources, processes, etc. that you have in your toolkit that have helped you or your team with any of the actions thus far: SENSE of URGENCY, PERSONALIZING CAPACITY, or FOCUS
- Give one, Take One

Goal:

Be able to share one thing that resonated with you

TABLE CHAT

Share your resonating take-aways from the frenzy





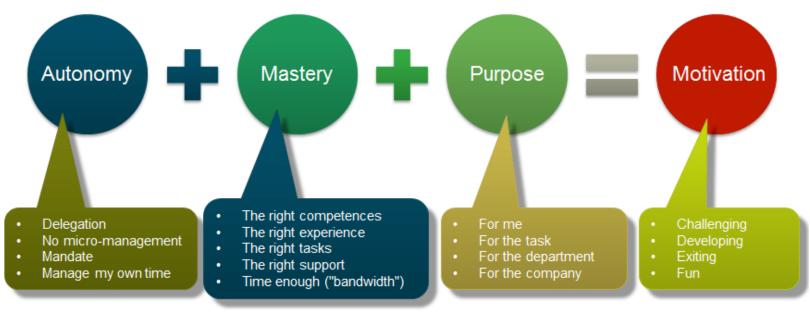


Vision: Check for Indicators

- I can define vision
- My site(s)/district has an aligned vision
- Representatives from all stakeholder groups were involved in the creation of the vision
- Stakeholders can recite the vision, and know their role
- The vision inspires action and is monitored at all levels
- The vision is used to drive decision-making

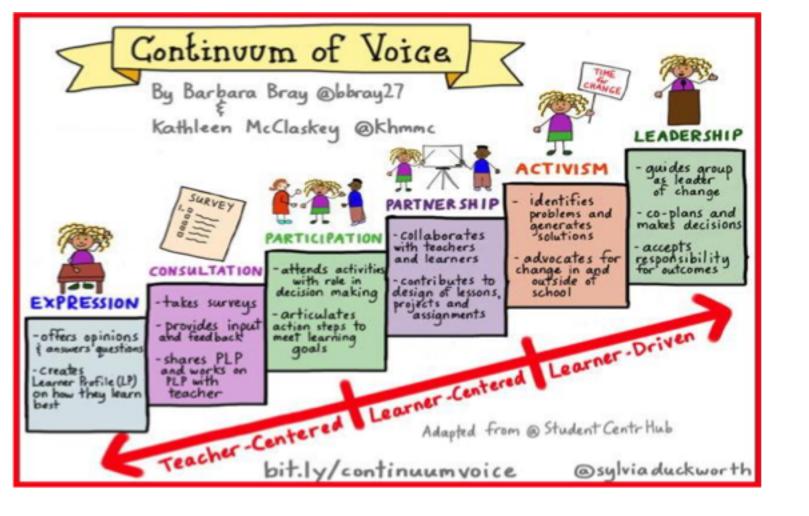
Daniel Pink's *Drive*

Motivation – how do we do it?



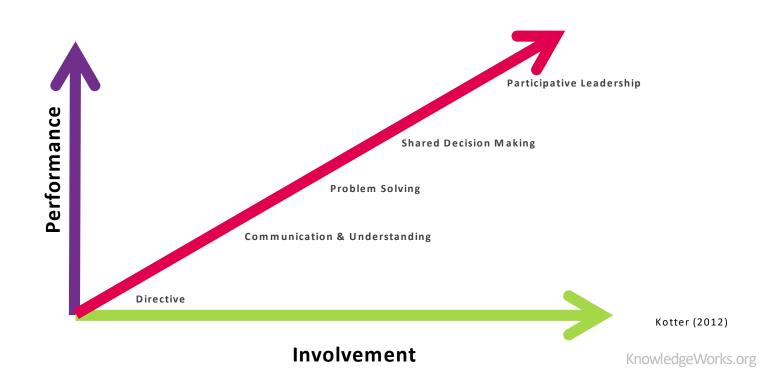
© Erik Korsvik Østergaard





Develop a Shared Vision & Strategy

How does involvement increase ownership?

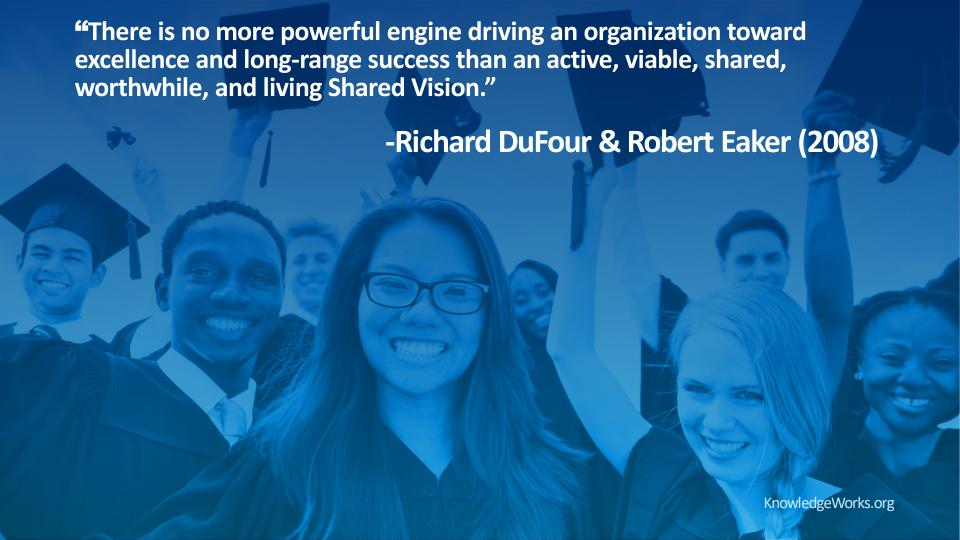


Creating a Vision Begin with the Questioning

- What do we want our students to know, do and become?
- What is the purpose of education?
- How do we want our schools to be?
- What makes us unique?
- What will all be able to do as a result of education?
- What Do We Want Our Graduates to know and be able to do?







Facilitate Shared Vision events One method to use: Quad Response

Question 1: According to current research, how are our students doing?	Question 2: What will all be able to do as a result of education?
Question 3: What key words describe what our graduates will represent or become?	Question 4: What are the special attributes about our school district that make us unique?

Already have a Shared Vision? One method to use: Quad Response

Question 1: According to current research, how are our students doing?	Question 2: What will all be able to do as a result of education?
Question 3: What key words describe what our graduates will represent or become?	Question 4: What should learners know and be able to do for the 21 st Century?

Process: Four Questions Stations

Tool for shareholder input or Feedback

- Assign Facilitators for each question
- Establish procedure for sharing at each station
- Determine a set time for each station and a rotation to ensure everyone has a chance for input on all questions
- Group and share comments as main ideas and components

Let's Practice!

Guiding Question: What is our school 'producing'? (What do we want our learners to be/do after leaving our schools?)

Individual quiet time to provide brainstorm answers

- Each answer/thought on a separate sticky
- As many as you can/want

Round Table Share Out

- Person one shares one idea
- Next person goes-If that person has a similar idea, he/she should voice that, and then add another idea (if desired)
- Repeat with the next person
- Again, if another person has same idea, share that first
- Continue going around the table, 1 at a time, until all ideas are out on table
- If a person has no more ideas, he/she passes and it goes to next person
- Determine common ideas

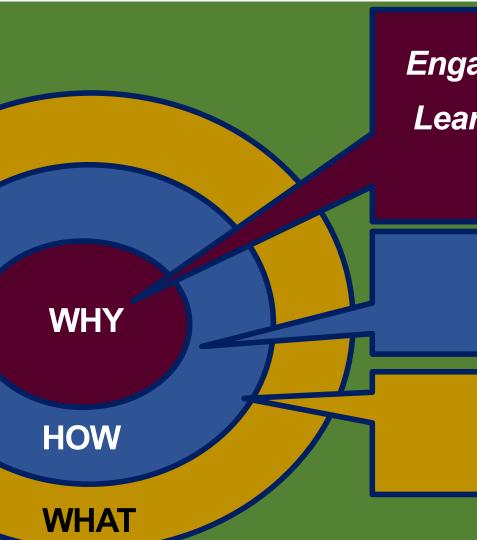
KEYS:

- This is not a time to discuss, cheer an idea, validate or argue
- Questions for clarification are OK



Purpose of Stations





Engage, Equip, and Empower Our
Learning Community Today for a
Limitless Tomorrow

Our Behaviors

Guiding the How

Our Work

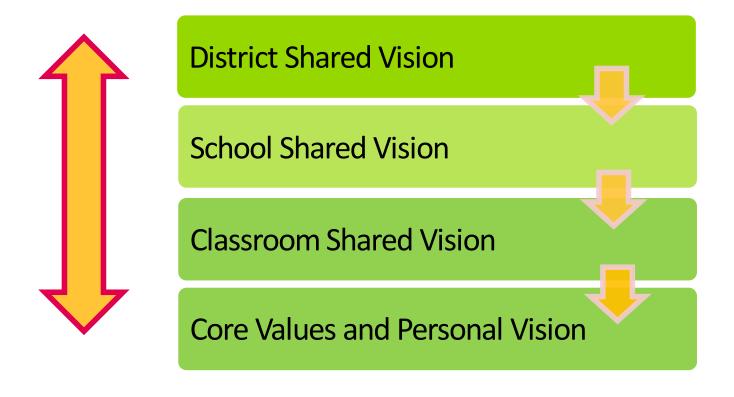
Defining Expectations

School District 51



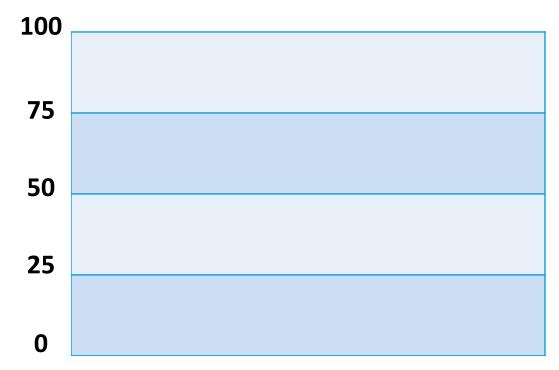
Central Elementary School

KEY: Systemic Alignment



Consensogram

How Committed are You to our Shared Vision?



Involvement increases ownership

- 1. Yes, and I'm willing to advocate/champion
- 2. The decision is perfectly acceptable
- 3. It's not perfect but I can live with this
- I have some issues I need to express, but I'll defer to the wisdom of the group
- 5. We lack unity and need to do more work
- 6. I don't agree and feel I must obstruct

Shared Vision



Elbow Partner



Action #5: **Build clarity** and roles by Unpacking the Vision



How do school districts become systems? Development Model

Everyone has a Role:

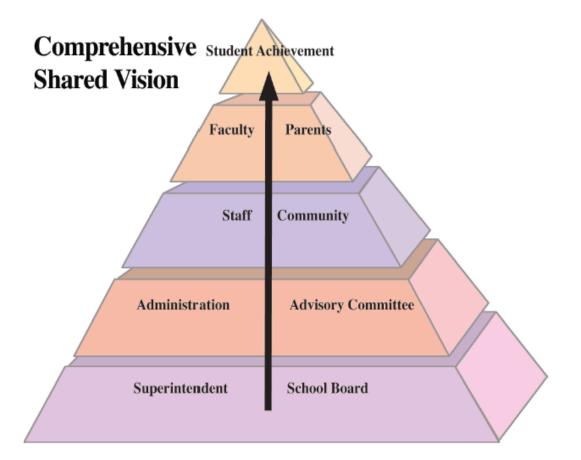
- WHY
- WHAT
- HOW
- WHO

"The ultimate goal of change is when people see themselves as shareholders with a stake in the success of the system as whole." Fullan (2001)



Kegan and Lahey

KnowledgeWorks.org



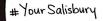
Kenowa Hills Shared Vision:

Kenowa Hills will be the most innovative, student-centered district in the state.



District Shared Focus Areas

- Quality learning environment
- Student-centered system
- Research-based practices





Salisbury TOWNShip School District

Profile of a GRADUATE



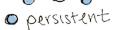




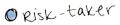




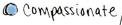












@entrepreneuriay



€ Tolerant

@ Accepting



Think Critically

communicate effectively

create bravely

COLLABORATE

WITH OTHERS





Shared Vision

Our Vision is to create an environment that is safe, organized, academically challenging and conducive to meeting the demands of $21^{\rm st}$ century learners.

Focus Areas:

- Safe
- Organized
- Academically Challenging
- 21st Century Learning



Developing Minds, Inspiring Achievement

To create a community of *confident, technologically skilled, self-directed* learners. Our graduates will leave our doors ready for college and career. They will be *empowered* through mindfulness and wellness to create positive change in themselves, our community, and the world at large.



"In a safe environment, all students will achieve high standards of learning in order to become ethically responsible decision makers and lifelong learners."



Operational Definition Tools

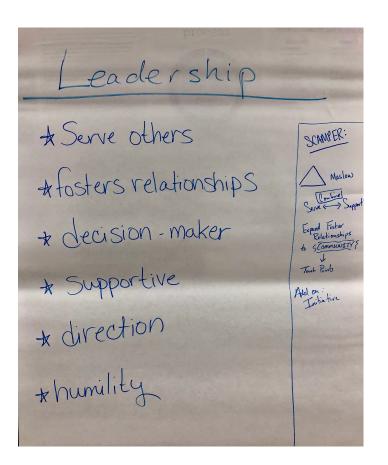
P3PT

- 1. Individually, on a piece of paper, write down your definition of leadership
- 2. Pass paper to your left; mark or circle any common or like words from your own definition
- 3. Continue passing until you get your own paper back
- 4. As a group, identify your top 4-5 traits
- 5. If you need help prioritizing, ask for another process



SCAMPER

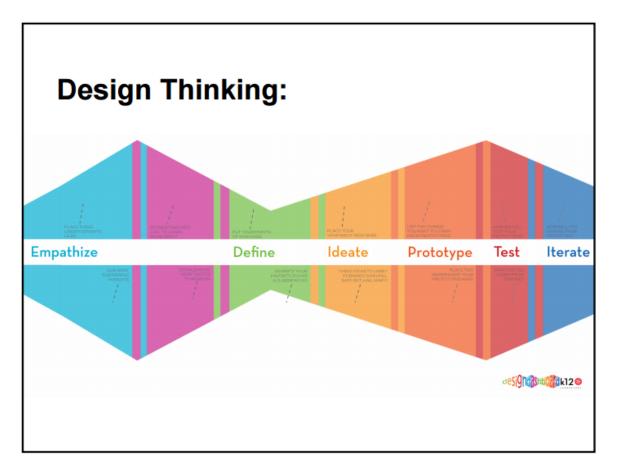
Substitute something
Combine it with something else
Adapt something to it
Modify or magnify it
Put it to some other use
Eliminate something
Reserve or rearrange it



Linkages

- Someone begins by standing and sharing their thinking/results from the choice menu time
- 2. Audience listens for connections
- Another person "links" to them by standing by that person, and sharing how what they said connects to their own thinking/results from the choice menu time.
- 4. They then add onto their own thinking as needed.
- 5. This process repeats until everyone is standing and "linked"







Find Your Shirt Partner

- What's resonating with you?
- What's on your mind?
- Why?
- If....Then

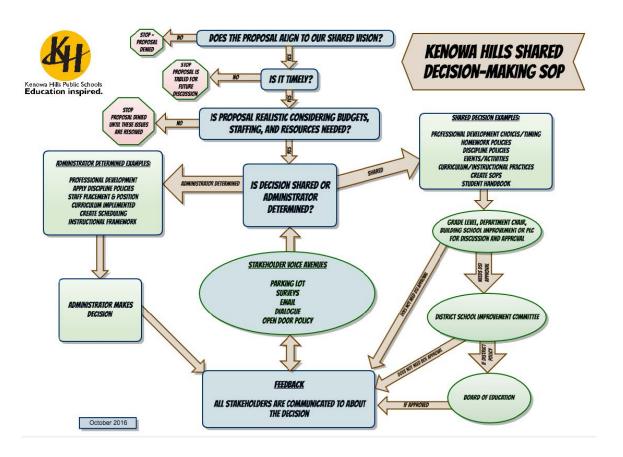




Vision: Check for Indicators

- I can define vision
- My site(s)/district has an aligned vision
- Representatives from all stakeholder groups were involved in the creation of the vision
- Stakeholders can recite the vision, and know their role
- The vision inspires action and is monitored at all levels
- The vision is used to drive decision-making

Maintaining Buy In: Decision-Making Process



How is your voice used to help make decisions?

What is your decision-making process?

How are feedback loops utilized?



Elevator Speech

absolutely not longer than 25 to 30 seconds approximately 80 to 90 words **OR** 8 to 10 sentences

STEP 1: First write down all that comes to mind when you think about the WHAT, WHY, & HOW of teacher evaluation and observation.

STEP 2: Then cut the jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.

STEP 3: Connect the phrases to each other. Your elevator address has to flow natural and smoothly.

STEP 4: Practice.

A CULTURE OF FEEDBACK

Gather Regular Input:

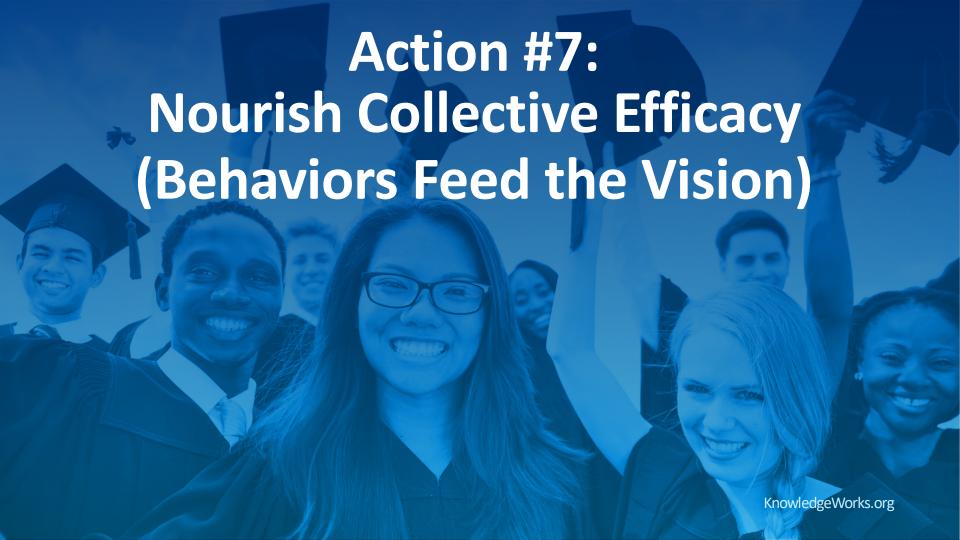
◆Surveys, interviews, and questionnaires

Review Results:

- **♦** State Benchmark Testing
- **♦** District Assessments
- **♦**Contextual Hours
- ◆School-to-Life Program Participation Hours
- ◆Technology used for Productivity

Reenergize and refine at Annual Stakeholder events

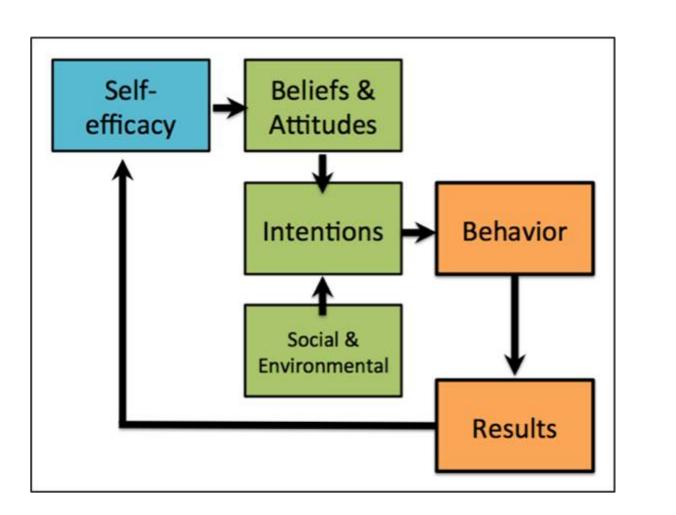
Assess satisfaction and needs w/ Stakeholder Surveys

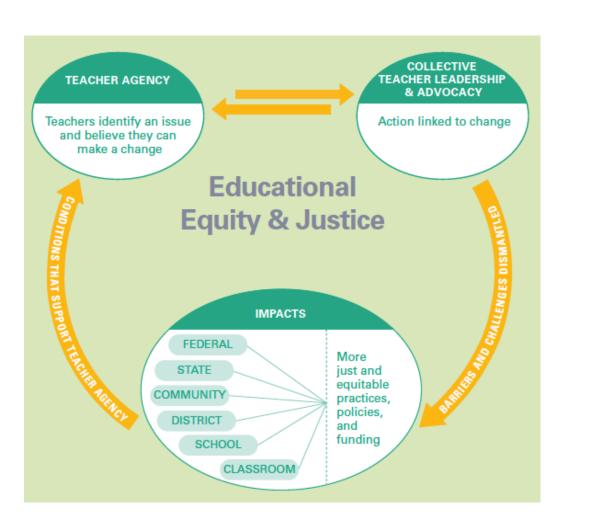


"Management is good if you want compliance.

But if you want engagement, self-directed is better."

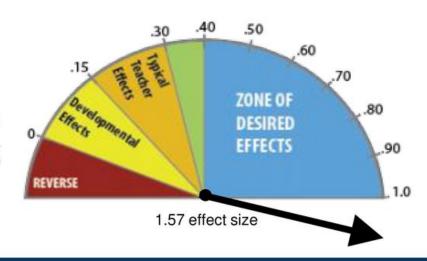
Daniel Pink
Drive





Research-Based Best Practice - Dr. John Hattie

Teachers shared belief that through collective action, they can positively influence student outcomes, including impacting those who are disengaged and/or disadvantaged.

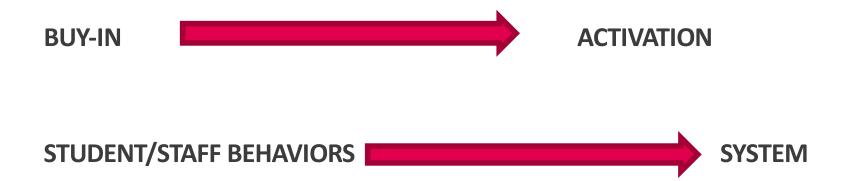


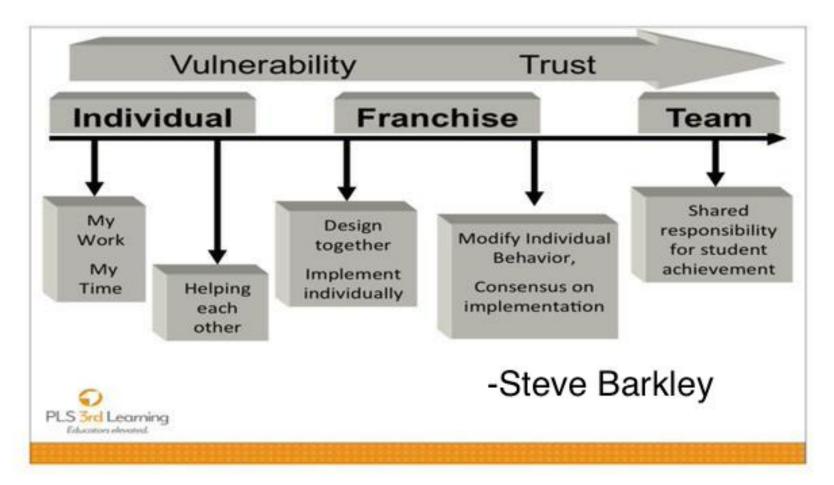
Collective Teacher Efficacy

Reflection on a Word



Vested Interest in the 'WE"





Types of School Culture Collegiality Shifts

- 1. Collaborative (GOAL)
- 2. Comfortable-Collaborative (NICE)
- 3. Contrived-Collegial (Top Down/Superficial)
- 4. Balkanized (Small Groups)
- 5. Fragmented (ME)
- 6. Toxic (Avoid)



Solidifying Relationships

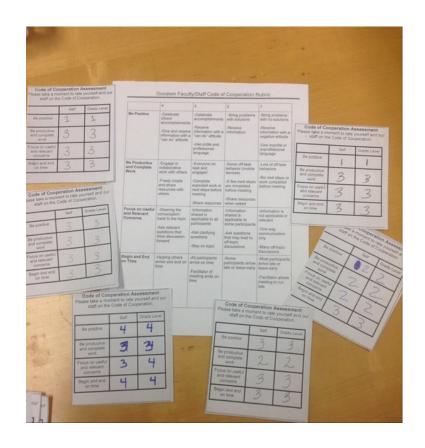
"The growth of any craft depends on shared practice and honest dialogue among the people who do it. We grow by private trial and error, to be sure -- but our willingness to try, and fail, as individuals is severely limited when we are not supported by a community that encourages such risks."

-- The Courage to Teach; Palmer, 1998, p. 144

Ways to Improve Collegiality

- PLC (professional learning communities)
- Retreat work sessions for joint work
- Team Prep / Planning
- Reciprocal Observations
- Open-door
- Hold each other accountable

Modeling Collegiality





CCSD Personalized Learning Department Code of Cooperation 2014-15

	Emerging	Developing	Proficient	Advanced
Be Data Driven		Collect & analyze data Create Plan of Action Make decisions which may not always be data-driven	Collect & analyze data relevant to the situation Data is maintained in an organized manner & accessible to all users Make decisions based on data collected Implement plan based on data Reflect & adjust practices	
Be Collaborative		Share resources when requested Occasionally shared ideas Needs reminders to adhere to time commitments Selectively respectful Supportive on select ideas Occasionally reliable Sometimes honest	Share resources Contribute ideas Honor group agreements & time Communicate Be respectful of all team members Be supportive of all team members Reliable Honest	
Be Human		Notices commonalities Recognized common goals/shared vision Sometimes shares strengths and weaknesses Sometimes demonstrates flexibility Participates in an enjoyable environment	Discovers commonalities Works towards common goals/shared vision Openly shares strengths and weaknesses Demonstrates flexibility regularly Creates an enjoyable environment that fosters positivity, fun and gratification/satisfaction	
Be Innovative		On my own: Continue researching new strategies and resources that support best practices, including technology Be open to new ideas and sharing new ideas Encouraging yourself and others to try new things	When required or prompted: Research strategies and resources Be open to new ideas Encouraging yourself to try new things	
Be a Life-Long Learner		Attend and participate in PD! Active participant in book studies! Create and contribute resources! Apply independent research findings	Attend and participate in PD! Active participant in book studies! Create and contribute resources! Apply independent research findings	

COLLEGIALITY GOAL

TO IMPLEMENT TRUE SHARING ACROSS PODS

· Implement new communication ...
strategies ...

To increase trust
through personal relationship building

Question Value Ladder



Lead with Questions

The Flip Side: Listening

PEACEKEEPER LISTENING LEADER . Places a high value on . Leads from a moral imperative relationships; has a caring . Listens as a way to gather data May get bogged down in process; . Is often inclined to do the work must remember to gather input rather than to push others to build and then take action their capacity . Sees relationships as key to . May bend to the loudest voices results and adult learning as a and/or avoid hard conversations vehicle to student learning MANAGER DRIVER . Keeps things running smoothly . Has a strong sense of urgency-seeks quick gains . Complies with all directives and external mandates · Promotes a results-driven vision . May neglect relationships while focusing on . Leads with a decisive, directive style; doesn't always pause to procedure; may veer toward micromanaging check for buy-in STATUS QUO CHANGE AGENT

Shane Safir

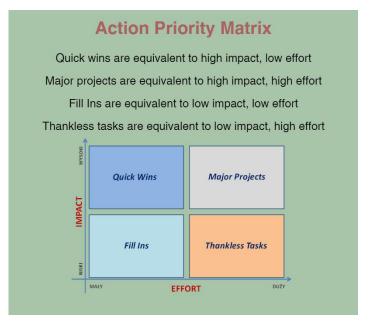
KnowledgeWorks.org

Targets

I use different methods for questioning to find and discover the commonalities across my staff to ultimately determine a goal.

I use different methods for questioning to build relationships across my staff.

I can notice that I've improved my listening skills.



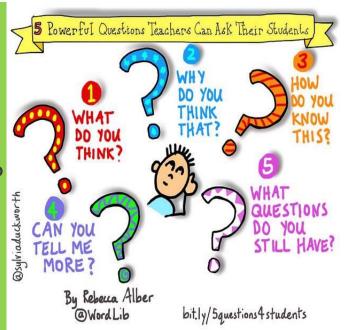
Find a new Ear

- How might you use this in the next week;
- What might you do differently?
- What might be a hurtle to overcome?
- In the next 48 hours, where will you go next?
- How will you know you've been successful?



Driving Questions

- How do we build stakeholder buy-in?
- Where do you want to be at the end of next year?





Work Referenced/Cited

Bray, Barbara, and Kathleen McClaskey. How to Personalize Learning. Thousand Oaks, CA: Corwin, A SAGE Company, 2017.

Correll, Juliet. "Unlocking the Secrets of Agency." The Learning Professional, vol. 38, no. 4, Aug. 2017, pp. 52–57. www.learningforward.org.

Deal, T.E., and Kennedy, A. "Culture and school performance." Educational Leadership, vol. 40, no. 5, 1983, pp.140–141. Alexandria, VA.: ASCD.

Donohoo, Jenni, John Hattie, and Rachel Eells. The Power of Collective Efficacy, vol. 75, no. 6, March 2018, pp. 41-44. Alexandria, VA.: ASCD.

DuFour, Richard and Eaker, Robert. Professional Learning Communities at Work: New Insights for Improving Schools. Bloomington, IN: National Educational Services, 2008.

Fullan, Michael. Motion Leadership. Thousand Oaks, CA.: Corwin, 2010.

Adapted from Knoster, T., Villa, R., & Thousand, J. A framework for thinking about systems change. In R. Villa & J. Thousand (Eds.), Restructuring for caring and effective education: Piecing the puzzle together (pp. 93-128). Baltimore: Paul H. Brookes Publishing Co. 2000.

Goleman, Daniel. Focus. New York, NY: Daniel Goleman, 2013.

Kegan, R., and Lahey, L. *Immunity to Change: How to Overcome It and Unlock the Potential in Yourself and Your Organization*. Boston, MA, Harvard Business School Publishing, 2009.

KnowledgeWorks. Finding Your Path: District Conditions Navigation Tool for Scaling Personalized, Competency-Based Learning. Cincinnati, OH: KnowledgeWorks, 2018.

Kotter, J. Leading Change. Harvard Business Review Press, 2012.

Kouzes, James and Barry Posner. The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations. Noboken, NJ.: 2017.

Langford, David. Tool Time for Educators. Version15.0. Molt, MT.: Langford International, 2010.

Pink, Daniel. Drive: The Surprising Truth About What Motivates Us. Riverhead Books, 2011.

Safir, Shane. "Learning to Listen." Educational Leadership, vol. 74, no. 8, May 2017, pp. 16-21. Alexandria, VA.: ASCD.

Wiseman, Liz, et al. The Multiplier Effect, Tapping the Genius Inside Our Schools. Thousand Oaks, CA, Corwin, 2013.