

# Leaders of Education

## Strategies for Creating a Positive Image of Your School

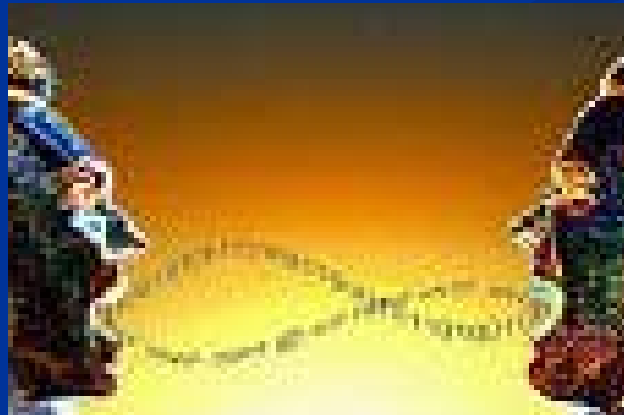
Bambi McCullough  
CEO, Chrysalis Partners, LLC

# Strategies to Create a Positive Image of Your School

# Creating a Positive Image of Your School

## 1. It's all a Conversation

- What is the current conversation about your school?
  - What do your Teachers, Students, Parents and Community say about your school?



# Creating a Positive Image of Your School

## 2. Conversations Create

- **What we say about “how things are” create an image**
- **The things people say about your school create the image of your school for you and others**
  - Have you ever seen a school where something happened back in the 1990’s and people still talk about it?
  - Why is that?

# Creating a Positive Image of Your School

What if you discover the current conversation is no longer serving your school?

**3. Conversations are malleable and can be changed**

- How do you change the conversation?

# Creating a Positive Image of Your School

## 4. Changing the Conversation

- Completing the current conversation
  - Has the conversation become bankrupt?
  - Have your goals been accomplished and it's time to create what's next?
  - Or you have created another goal and haven't acknowledged it?
    - Let everyone know you have accomplished what you set out
  - If people are talking about something that happened in the past that was a critical event.
    - . Make sure they have the chance to tell you what their concerns are.
    - If you resist talking about it, it will persist
    - You need to really hear them

# Creating a Positive Image of Your School

## ■ Changing the Conversation (cont.)

### ■ Creating a “New Conversation” about your school

- People will talk...there will be a conversation, could be good, could be bad.
- Make the conversation about your school consistent with your commitment

# Creating a Positive Image of Your School

## ■ Changing the Conversation (cont.)

### ■ Creating a “New Conversation” about your school

#### ■ What are you committed to regarding your school?

- What is great about your school?

- What are some of the great things you are doing at your school?

#### ■ Are there any misunderstandings about your school?

- Don't need to defend them or you will be stuck with them

- Tell the truth

# Creating a Positive Image of Your School

- It takes being **Persistent**
- The nature of a conversation is it disappears
  - We are human, busy and we forget
  - Our short term memory is exactly as it is described
    - Have you ever tried to remember the name of someone you just met?

# Creating a Positive Image of Your School

- **Conversations need a conversation manager**
  - Someone who is responsible to keep the conversation “alive”
- For a conversation to become part of “how things are” they have to be repeated
- Never miss the opportunity to connect every conversation back to your commitment

# Creating a Positive Image of Your School

## ■ Be Enrolling

- Create the sufficient relationships with your
  - Teachers
  - Parents
  - Students
  - Community
- Have each constituent see “what is in it” for them
- Speak about the vision/commitment with passion
  - Get in touch with what inspires you about it
- Share, Share, Share

# The Tipping Point

- As written in Malcom Gladwells book
- At some point it will tip and the new conversation will become the predominant conversation about your school

- Speak to your audience
  - Consider what is important to the constituent
  - Don't use school jargon to parents and community

- Operate your school consistent with your commitment
  - Be authentic in your commitment
    - Be careful of the slogan of the week
  - Attract and Retain great people

What gets in the way of creating a positive image of your school?



- Not standing for the difference your school is making
  - Not sharing your school's successes
  - Letting others conversations take priority
  - Getting bogged down in other conversations
- Not keeping the conversation alive
  - You feel you do nothing but talk about it, but there are many of your constituents who aren't around during those conversations

- Not gaining sufficient buy-in for your commitment/vision for the school
  - Its not a one time event
- Not tying your commitment to the Districts Vision

- What are you committed to regarding your school?
- What do you want people to be saying about your school....It has to be created in language
- What conversation in your school needs to be changed?

Questions?

Thank You