

## *2017 NAWD Conference*

# **Building A Culture of Significance Where Everyone Matters**

*Richard Parkhouse. park@edalchemistry.com*

Make a List of Your Rose Petal Moments. Who is getting the Significant Moments? Identify your groups

Royal Family

Austins

Kileys & Alyssas

Camo Kids

## **Define Your Culture as a School & Leadership Class**

**How does it feel to be a part of the culture?**

## **What is Your Headline?**

**What is it You do?**

**What is it You Value?**

**What is it You Believe?**

**What Makes you the World's Greatest? You? School?**

**How are the 6 World's Greatest Values Present within your school community?**

## **World's Greatest Student Leader Challenges**

Explore Greatness Daily

We is Greater than ME

Focus on Abilities not Disabilities

Be Better Today Than Yesterday

Your Actions Matters

Practice First Step Mentality

Leave with No Regrets

Do Something Today You Have Never Done Before

## **Identifying Those You Serve**

Not every person you serve has the same needs. What are the unique needs of some of the students in your care? What are some of the ways in which some students need more support, or different types of support, than others? What are the ways in which you are serving each of these individual groups – in the ways that are uniquely needed by them? For each of the following, (1) write the definition of each group, (2) jot down some ideas of some individuals on your campus that may fit this definition, and (3) what are some ways that they uniquely need to be served? (4) how can you create Rose Petal Moments for each group.

**Kileys and Alyssas**

**Austins**

**Camo Kids**

**The Royal Family**

# Designing a Rose Petal Moment

Just as your brand is an expression of four dimensions, you can design the way in which others (whether a single student, a group of students, an educator, a parent, or groups made up of multiples of these) have an experience. What would it be like to design a specific experience where a single person or group of individuals felt like they were significant, planned for, and valued? This activity will involve you designing such a moment. Consider one person that would benefit from such a Rose Petal Moment: What would you like them to experience in each of the following dimensions?

## Inside Them

What beliefs, values, and/or emotions, inside them, would you like this experience to trigger?

## Outside Them

What physical evidence would you like them to observe or experience? What will happen during this experience physically in everyone's perception?

## Inside Us

What beliefs, values, and/or emotions, inside all of us, would you like this experience to trigger? Consider the shared emotions of the moment.

## Outside Us

What physical evidence would you like all of us to observe or experience? What will happen during this experience physically in everyone's perception?