



Moving From Ordinary To Extraordinary

Why Some Schools & Boards Thrive



Why?

Vs.

Why Not?



Why Some Schools Thrive

What is the Extraordinary?

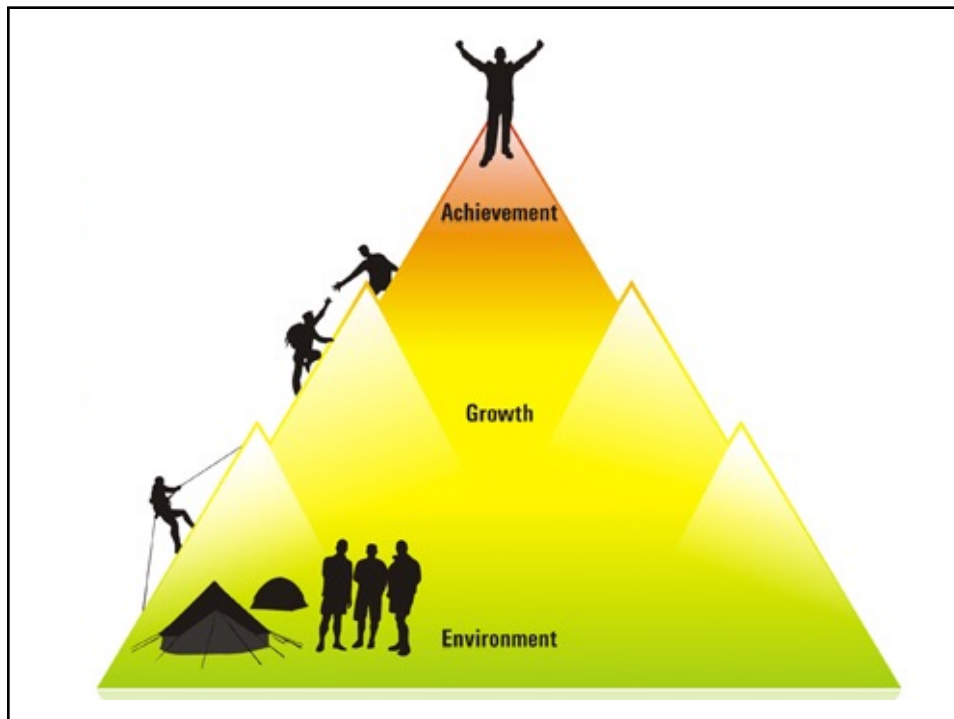


*Extraordinary Schools
Make it **Personal...**
in a good way.*



Change is disturbing when it is done to us.
Change is exhilarating when it is done by us.

*Rosabeth Kantor
Harvard Business School*





Each school, no matter its size, location, or economic status has its advantages. What are yours?



*Extraordinary Schools
Make it **Personal...***



One Way to Test Your School Environment



At

For

With

One Way to Test Your School Environment



At

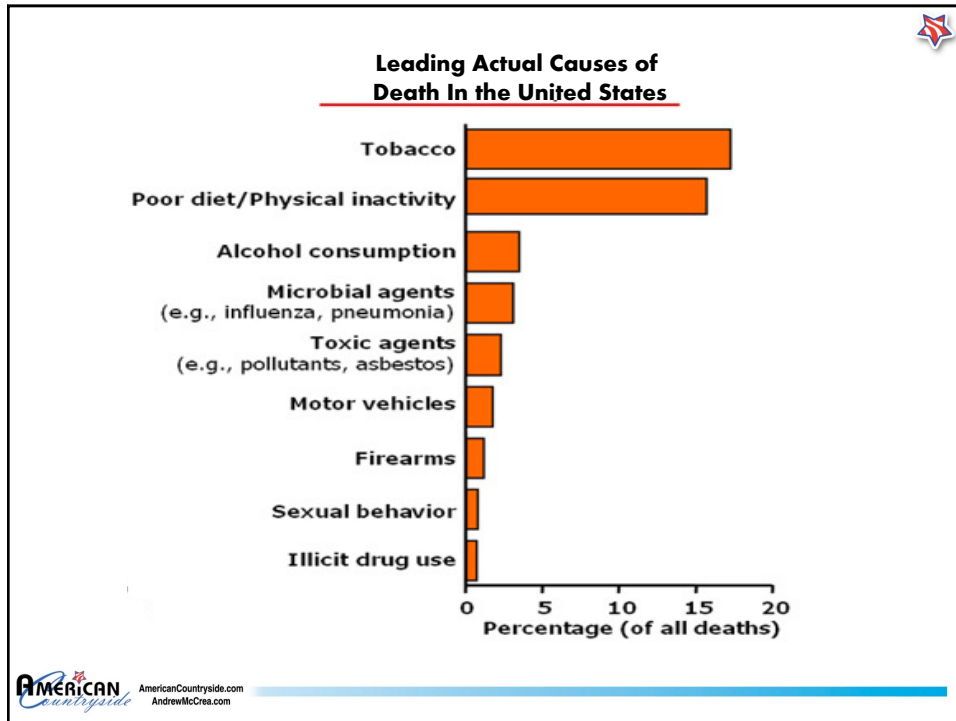
I feel I am simply paid to be here. I'd rather find another place to work that values what I have to offer.

For

I have some input in our goals and strategies but there's still room for more collaboration.

With

I am part of a team that is working toward larger goals and objectives. We can accomplish much here!



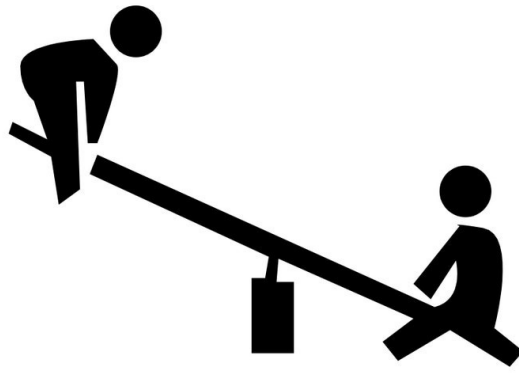
11

*Extraordinary Schools are
Personal and Purposeful*

AmericanCountryside.com
AndrewMcCrea.com

12

Achieving Extraordinary



Balancing **Personal** & **Purposeful**

13

Uber

lyft

14

EXTRAORDINARY LEADERSHIP

Roles & Responsibilities

Great Boards Understand...

The Difference Between
Governance & Management

15

EXTRAORDINARY LEADERSHIP

Roles & Responsibilities

Governance is:

The strategic task of developing the overall framework for the organization's goals, purposes, future direction, and accountability.

Management/Administration is:

The oversight of day-to-day operations to put the organization's goals into practice.

16

EXTRAORDINARY LEADERSHIP

Roles & Responsibilities

Governance is the “WHAT”

Management is the “HOW”

17

EXTRAORDINARY LEADERSHIP

A Personal Experience about
Governance & Management

Going from Good, to Bad, to Good Again

18

EXTRAORDINARY LEADERSHIP

Roles & Responsibilities

In general, when your board begins to **manage** instead of **govern**, you will erode your **environment** and lose your sense of **purpose** causing the Board/Admin to fail its membership.

19

EXTRAORDINARY LEADERSHIP

Great Leadership & Governance Should...

- Be aware of conflicts of interest
- Get the best information to make the best decisions
 - Ask tough, but reasonable questions.
 - Balance asking “Why” and “Why Not”

20

EXTRAORDINARY LEADERSHIP

Roles & Responsibilities

Be Forward Thinking:

Evaluate the amount of time your board spends discussing future goals, trends and outcomes vs. the time discussing items that have already taken place. Extraordinary boards will learn from the past, but are firmly focused on the future.

21


Search Institute's 40 Assets Search-Institute.org

1. Family support
2. Positive family communication
3. Other adult relationships
4. Caring neighborhood
5. Caring school climate
6. Parent involvement in schooling
7. [Community values youth](#)
8. Youth as resources
9. Service to others
10. Safety
11. Family boundaries
12. School Boundaries
13. Neighborhood boundaries
14. Adult role models
15. Positive peer influence
16. High Expectations
17. Creative Activities
18. Youth Programs
19. Religious Community
20. Time at Home
21. Achievement Motivation
22. School Engagement
23. Homework
24. Bonding to School
25. Reading for Pleasure
26. Caring
27. Equality and Social Justice
28. Integrity
29. Honesty
30. Responsibility
31. Restraint
32. Planning and Decision Making
33. Interpersonal Competnce
34. Cultural Competence
35. Resistance Skills
36. Peaceful Conflict Resolution
37. Personal Power
38. Self-Esteem
39. Sense of Purpose
40. Positive View of Personal Future

22


<u>Question</u>	<u>Number of Assets a Student Has</u>			
	0-10	11-20	21-30	31-40
Use alcohol 2x times or more/week	45%	26%	11%	3%
Have below a "C" grade average	44	23	10	4
Get mostly "A's" on my report card	9	19	34	54
I work hard and don't give up easily	56	67	78	86

23



Extraordinary schools see the bigger picture. They have...

Perspective


AmericanCountryside.com
AndrewMcCreia.com

24



Fortune's "100 Best Companies to Work For"

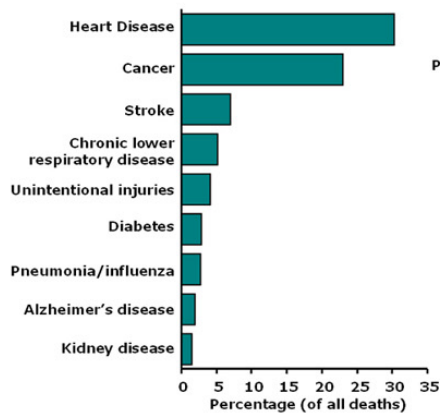
Eight-Year Study

Companies in the 'Top 100' saw stock prices
 rise an average of 14% per year
 during the eight year period

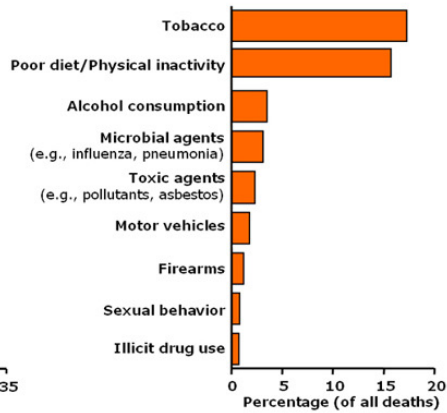
Companies not in the 'Top 100' had an
 average rise of 6% per year
 during the eight year period.



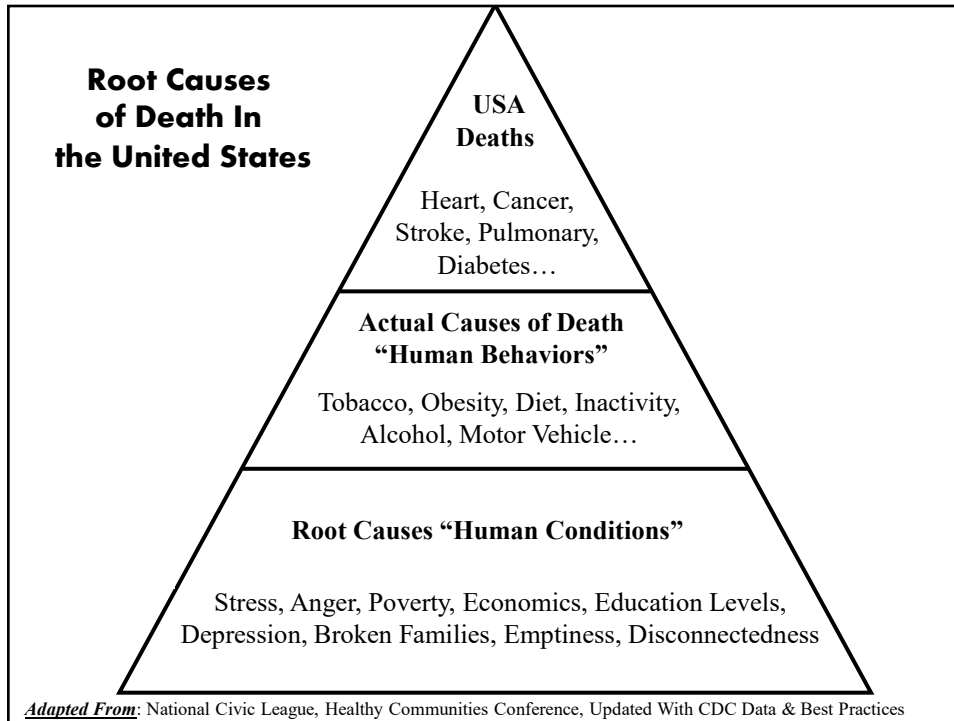
Leading Causes of Death In the United States



Leading Actual Causes of Death In the United States



* Miniño AM, Arias E, Kochanek KD, Murphy SL, Smith BL. Deaths: final data for 2000. National Vital Statistics Reports 2002; 50(15):1-120.
 † Mokdad AH, Marks JS, Stroup DF, Gerberding JL. Actual causes of death in the United States, 2000. JAMA. 2004;291(10):1238-1246.



27

Extraordinary Schools Are...

Personal Purposeful Perspective

And have... Perspective

AMERICAN Countryside
AmericanCountryside.com
AndrewMcCreia.com

28

That's nice but...

*What about the people who...
don't care, don't see the vision, are difficult,
complain, whine, say you are wrong...*

*And we don't have...
The money, time, knowledge, talent...*

You get the point

*Some of the Most Powerful
Values in our Lives are the F's*

- **Family**
- **Friends**
- **Faith**
- **Freedom**
- **Fun**
- **Financial Security**
- **Future Plans**

Make Everyone a VIP



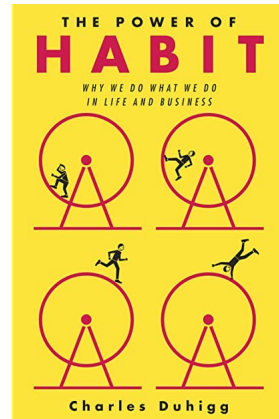
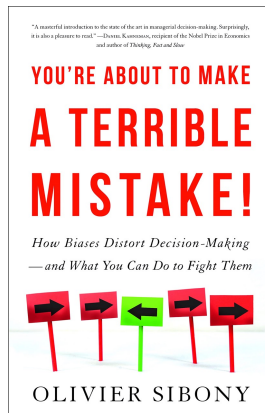
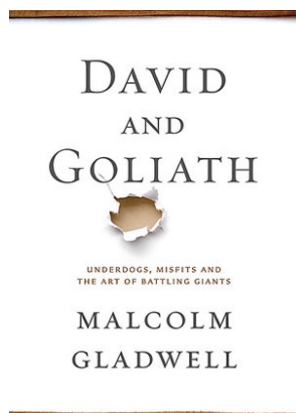
By understanding their....

**Values
Interests
Purpose**



31

Books to Consider



32



*Follow "American Countryside" and "Farming the Countryside"
on Facebook, YouTube, Instagram and Twitter*



AndrewMcCrea.com
AmericanCountryside.com
TotalTownMakeover.com
FarmingTheCountryside.com
andrew@andrewmccrea.com

