

Four 'Secrets' to Success

NORTH DAKOTA SCHOOL BOARDS ASSOCIATION

OCTOBER 27TH, 2017

DR. CORY STEINER

SUPERINTENDENT, NORTHERN CASS

Norms

[FISH Philosophy](#)

Choose your attitude

Be present

Play

Make someone's day

Additional Northern Cass Norms

- Be on time
 - Early is on time and on time is late and late is not acceptable

“The truth is, there’s no easy road to the exceptional,
but knowing from the start that this is what you’re after,
is always a great way to begin.” – Alan Watts



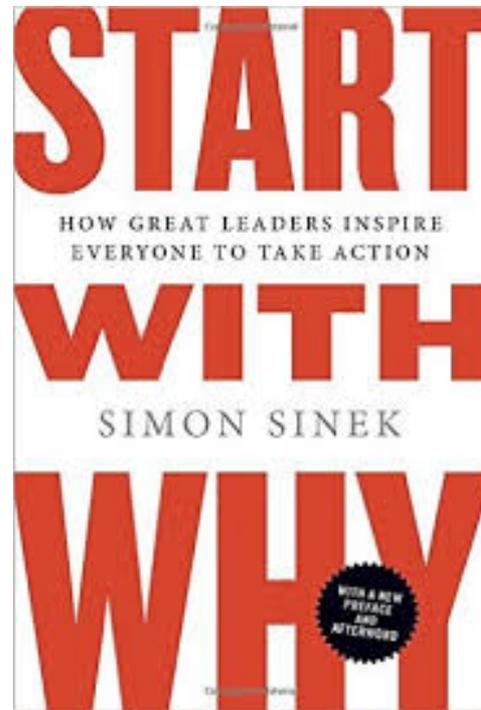
Secret #1

Know your why and live your commitments

Why Do We Exist: Start with Why

Simon Sinek

- [Start with Why](#)



The Northern Cass 'Why'

'We believe every child can change the world; therefore, we will provide a world class education'

Why

What is your individual why (not what) as an educator (you are all educators)?

- How does it connect to the district's 'why'?
- 30 seconds of silence and deep breathing
- Be prepared to share out
- **NOW:** Post it in your school and share at every meeting

Collective Commitments

‘We are dedicated and passionate about relationships, teaching and learning, self-reflection, acknowledging greatness, and support of the Northern Cass community’

‘We are driven towards continuous improvement’



Collective Commitments

What will your adults commit to doing every day in your school/district?

Developing Collective Commitments Activity

- Each person needs one notecard
- Stand up, find a partner, and stand back to back
- For one minute, write down as many words as possible to describe a great educator
- Now share with your partner but, you have to yell ‘yes’ when you have the same answer
 - **Star the words that are the same**
- Share with a new partner
 - **Circle the words that are the same with both partners**
- Bring back to the group and begin looking for commonalities

Secret #2

Choose greatness

Good to Great

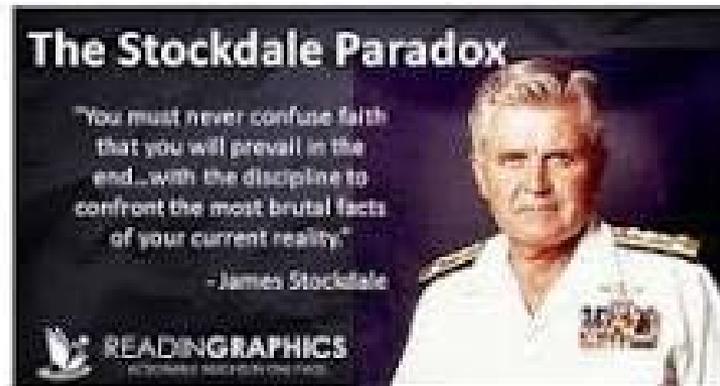
‘Good is the enemy of great’ (Collins)



Good to Great

‘Retain faith that you will prevail in the end, regardless of the difficulties and at the same time confront the brutal facts of your current reality, whatever they might be’ (Stockdale)

Reflect on what is your reality (30 seconds)



Good to Great

‘The good-to-great companies are more like hedgehogs—simple, dowdy creatures that know “one big thing” and stick to it. The comparison companies are more like foxes—crafty, cunning creatures that know many things yet lack consistency’ (Collins)

Reduce & connect your initiatives

Raise the level of urgency (Kotter)

Be relentless in your pursuit (right is right)



Focus

People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully.

- Steve Jobs

Stop competing with other schools and **START** competing with...yourself.

Greatness

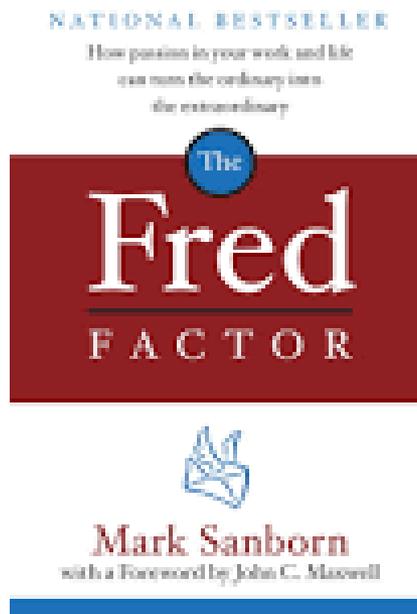
“If a man is called to be a street sweeper, he should sweep streets even as a Michelangelo painted, or Beethoven composed music or Shakespeare wrote poetry. He should sweep streets so well that all the hosts of heaven and earth will pause to say, 'Here lived a great street sweeper who did his job well.’” --Martin Luther King, Jr.

A bathroom attendant taught you what?



Secret #3

Create value and be a 'Fred'



Secret #3

Everyone makes a difference

- At the end of the day, you must ask yourself if you made a difference
- Don't be above doing anything you would ask others to do

Everything is built on relationships

- More than just saying hi, but getting to know who people are

You must continually create value for others, and it doesn't have to cost a lot

- Buy the book on Amazon and have staff pass it along to others
- Be creative

You can reinvent yourself regularly

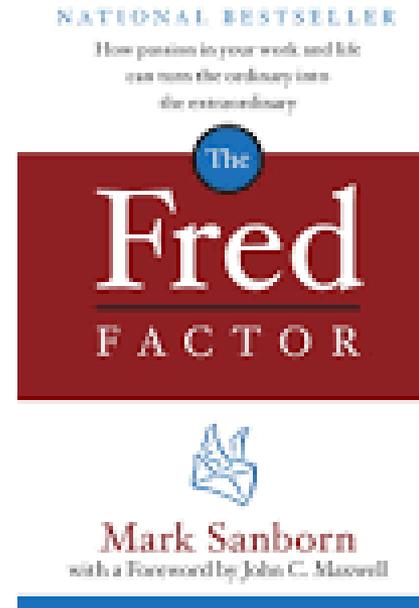
- Choose your 'day'

Secret #3

Patsy...the custodian...is a 'Fred'...

Tim...the tech guy...is a 'Fred'

Myles...the grocery store worker...is a 'Fred'



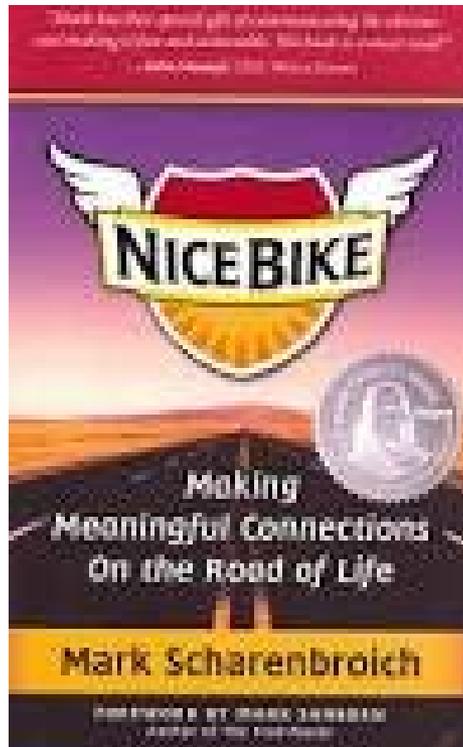
Simply Said...

‘Have a genuine appreciation for the effort and commitment that everyone makes because together we shall succeed’

- Casey Bradley, Defensive Coordinator of Los Angeles Chargers

Secret #4

Acknowledge greatness



Secret #4

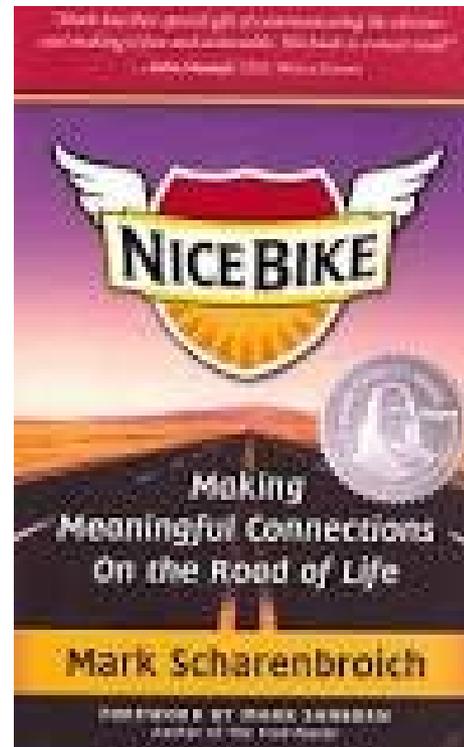
Greatness Cards

Nice Bike

- Carlos...the taxi cab driver
- Jim...the teacher and coach
- Sarah...the art teacher

Northern Cass Nice Bike

- We do it once a month
- Process
 - Select the person
 - 'Chair' and recognition
 - Read the book and pass on



In Summary...

- THIRD GRADE DROPOUT
-

Questions

Cory.Steiner@northerncassschool.com