



Madeira City Schools Culture Playbook



What we believe • How we behave • Outcomes we achieve

THE POWER OF CULTURE

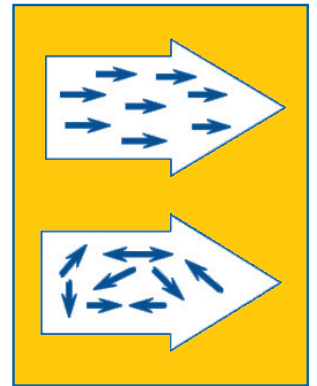
The vision of Madeira City Schools is to strengthen our learning community for students, teachers, and parents whereby we become ... A school community where learning is personalized and success is ensured.

Our culture is essential to that effort and is the heart of our district. It makes Madeira City Schools a special place to learn, teach, and grow to achieve our potential. Building and sustaining Madeira City Schools' culture requires intentional effort from everyone in the organization. Our Culture Playbook is part of that effort.

WHAT IS CULTURE AND WHY IS IT IMPORTANT?

Culture is not a document that hangs on the wall. Culture is what we believe, how we behave, and the experience our behavior produces for others. It is the foundation on which our school district is built. Written statements help clarify the culture, but documents don't build culture ... our actions do.

Our core beliefs provide the standards for how we behave toward each other, our students, their parents, and our community. Because culture shapes behavior, it determines how effectively we execute our mission, vision, and educational strategy. Culture eats strategy for lunch. Our success depends on the ability to collaborate and execute in a constantly changing environment. Culture aligns everyone at Madeira City Schools around a common set of beliefs and behaviors that ultimately determine our success.



20 SQUARE FEET™

'20 Square Feet' is simply a metaphor that expresses the reality that each person at Madeira City Schools has a sphere of ownership. Each of us has responsibility for building our part of the culture and executing our part of the strategy. The way we behave personally and the way each of us manages our '20 Square Feet' is what determines our culture and the performance of our students and our schools.



BELIEFS → BEHAVIOR → OUTCOME (BBO)

Take a look at the Culture Playbook. You will see that each of our beliefs drives specific behaviors that produce key outcomes. Our goal is not simply to publish and promote a list of principles. Our goal is to create a learning environment where everyone consistently engages in the behaviors that produce great experiences and great outcomes.

AT MADEIRA CITY SCHOOLS

BELIEVE • BEHAVE • ACHIEVE

What we believe	How we behave	Outcomes we achieve
Accountability & Action <i>It's what you say and what you do.</i>	<ul style="list-style-type: none"> • Own your attitude, actions, and words. • Act with purpose. • Admit when you're wrong and fix it. 	<i>We can depend on each other.</i>
Care & Connect <i>Relationships matter.</i>	<ul style="list-style-type: none"> • Believe in others. • Listen to understand. • Respect differences. 	<i>Everyone is welcomed, included, and valued.</i>
Challenge & Support <i>Never give up on yourself or others.</i>	<ul style="list-style-type: none"> • View mistakes as feedback. • Ask questions; solve problems. • Coach and be coachable. 	<i>We are always learning.</i>
Create & Explore <i>It's who we are and who we can become.</i>	<ul style="list-style-type: none"> • Be curious. • Take risks • Create opportunities. 	<i>We are always growing.</i>

Begins with ME, Broadens to OTHERS, Recognizes TEAM, Promotes TOGETHERNESS.



THE POWER OF CULTURE

Accountability & Action

It's what you say and what you do.

A lot of the things we do have an impact on others. This means we have a lot of opportunities to make a positive difference in the lives of those around us. This requires a mindset of accountability and action characterized by three key behaviors:

1. Own your attitude, actions, and words. Our attitude, actions and words say it all. It's how we interact with others and how others experience us. Your attitude, actions, and words are your choice. Own the impact they have on yourself and others. Think about your attitude, does it make people believe you are open and approachable? What about your actions, are they proactive and do they help others get better? What words do you use, are they engaging and encouraging?
2. Act with purpose. Be thoughtful and focused on the solution. Purpose does what is necessary, when it is necessary, for as long as necessary. It is one of the three discipline-driven behaviors. Purpose answers the question why and provides clarity. Be clear about the purpose of your actions.
3. Admit when you're wrong and fix it. People trust us when they have repeated experiences of us doing what we say we are going to do. Keep the commitments you make to others. When you make a mistake, admit it, fix it, and don't BCD about it. When you are wrong, say, "I was wrong." Learn from your mistakes.

When everyone behaves this way we can depend on each other.

Care & Connect

Relationships matter.

Our success depends on how well we care and connect with each other. Strong relations are built when people believe that you are personally engaged and have confidence that you will act in their best interest. We will be no better as a team than we are to each other. We care and connect with others when we:

1. Believe in others. Our commitment to each other exceeds our desire for comfort. When we choose to believe in others we pay better attention and give better effort to help them get better. We move out of our comfort zone and help them move out of theirs. When we believe in others we are willing to find out what is important to them and make it important to us in a way they can feel.
2. Listen to understand. Listening is a gift, a mental discipline, and a skill. Listening is how we connect with our families, our students, and each other. We don't always need to be agreed with, but everyone wants to be understood. Listening to understand requires that we quiet our internal voice, don't assume we know what the other person is going say, and we ask questions. Always work to improve your level of understanding – it builds better relationships.
3. Respect differences. Everyone has the potential to bring value to the team, but only if we are willing to be open and respectful. Not everyone thinks the way we do, and that's a good thing. The best teams are those that value, respect and are open to different ideas, perspectives, and thinking.

The outcome we achieve when we behave this way is everyone is welcomed, included, and valued.

AT MADEIRA CITY SCHOOLS

Challenge & Support

Never give up on yourself or others.

Achieving our mission requires that we continually challenge and support each other to get better. We thrive on challenges and we grow with support. Our belief in the importance of challenge and support means that we will:

1. View mistakes as feedback. Feedback is the breakfast of champions and some of the best feedback comes from our mistakes. We quickly learn what doesn't work, so we can move on to find what does work. Be open to trying a new approach, a new process, or a new idea. If it works great, keep doing it. If it doesn't, figure out why and use that knowledge to get better.
2. Ask questions; solve problems. Focus on the solution, not the problem. Ask yourself and others how can we do that? When we focus on the solution and ask questions we expand our ability to find more creative ways to solve problems. When a challenge arises embrace them, ask questions and seek solutions.
3. Coach and be coachable. Every day ask yourself, how can I get better and how can I help others get better? We have a lot to offer others and others have a lot to offer us, but only if we communicate. A lot good things happen through coaching, we build trust, we strengthen relationships and each of us gets better.

When we behave this way we achieve the outcome that we are always learning.

Create & Explore

It's who we are and who we can become

Our world is changing and it is changing quickly. To thrive in this environment requires that we continuously create and explore. We are committed to viewing change as a reality, a necessity, and an opportunity. To create and explore we must:

1. Be curious. When a challenge arises, get curious, not furious. To find solutions we have to ask questions, investigate, and search for the what, the why, and the how.
2. Take risks. Playing it safe doesn't always result in the best outcomes. Sometimes we need to try something new or different. Growth requires change and change requires us to take risks. We have to push through existing boundaries and that can be scary, but it is hard to grow if we don't risk making mistakes.
3. Create opportunities. When change happens don't focus on what we don't like about the change. Instead focus on finding and creating the opportunities that are inherent in the change.

When we behave this way we are always growing.



R-FACTOR • Event + Response = Outcome

1 Press Pause

Before you respond, slow down and give yourself time to think. Focus on understanding the situation and what you are trying to accomplish. Get off of autopilot. Be exceptionally clear about the **Event** you are experiencing and the **Outcome** you are pursuing.

Pay attention to your inner **Response**. Get into a productive mindset by taking ownership of what you focus on and the story you tell yourself.

2 Get Your Mind Right

3 Step Up

Respond above the line. Engage in the best possible **Response** given the **Outcome** you want and the situation you are in. When circumstances call for it, elevate your **Response**. **Response** is most important when the **Event** is most difficult.

Get good at change. Life requires you to make changes whether you are ready or not. Success goes to those who are adaptable.

4 Adjust & Adapt

5 Make a Difference

Create great experiences for others. Your attitude and behavior are deeply personal but rarely private. What you do has a profound impact on the people around you. Your **R** is an **E** for others.

Be intentional about the habits you develop. Your behavior patterns have you on a path. Develop the habits and skills that will take you where you want to go.

6 Build Skill



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A school community where learning is personalized and success is ensured



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