THRIVE: How Schools Will Win the Education Revolution

Resources at www.grantlichtman.com
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12 WEEKS; 64 SCHOOLS; 48.3 MPG
Why should schools change?

What do those changes look like?

How do we get there?
Is school change even possible??
“Why” change? The “demand side” argument.
MUTATION: Global reversal in relationship between providers and consumers
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<tr>
<th>education market 1990</th>
<th>education market today</th>
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<tbody>
<tr>
<td>• Neighborhood public</td>
<td>• Neighborhood</td>
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<tr>
<td>• Parochial</td>
<td>• Social-Structured</td>
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<td>• Other faith-based</td>
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<td>• Independent day</td>
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<td>• Boarding</td>
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In 25 years, schools will all fall into one of three categories:

- Insulated by some combination of market, legacy, demand, and finances
- Highly differentiated by program or brand
- Struggling/failing
What are families searching for?

- community
- connection
- curiosity
- inspiring
- excitement
- success
- meaningful
- growth
- discovery
- overcame
- amazing
- love
- confidence
- independence
- children
- reflective
- exploration
- dynamic
- acceptance
- transformative
- flexible
- mindful
- happy
- collaboration
- energy
- leadership
- spirit
- respect
- inclusive
- authentic
- preparation
- quality
- experimenting
- diversity
- optimism
- ownership
- engagement
- evolving
- passion
- enthusiasm
- opportunity
- learning
- excellence
- engaged
- empowered
- student-led
- believe
- exhilaration
- experience
- ingenuity
The Hand We Have Been Dealt

- Rapidly Changing World
- Consumer-Driven Demands
- Many School Options
- Change: How Kids Learn
- Obstacles To Change
REQUIRED BY
STANDARDS

WHAT OUR
CUSTOMERS
LOVE

HOW STUDENTS
LEARN BEST

FINDING THE
SWEET SPOT!
“What” are schools doing in response?
Culture of Learning Series

“We are shifting from…”

-Bo Adams

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Student Engagement
Increasing Curiosity
Student Centrism

DEEPER LEARNING

“Deeper Learning Cheat Sheet”
www.grantlichtman.com/Resources

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DYNAMIC

- MESSY, NOISY, AND CHAOTIC
- RISKY
- CHANGING COURSES AND SYLLABIs
CREATIVE

- STUDENT-OWNED
- KNOWLEDGE CREATORS
- EMBRACING FAILURE
LEARNING IN THE COMMUNITY
USE OF TIME AND SPACE
RELATION-RICH TECHNOLOGIES
“The Box”

TIME

SPACE

CAMPUS BOUNDARIES

SUBJECT

AGE

STUDENT:TEACHER RATIO

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What are we really thinking?
“What Keeps School Leaders Up At Night?”

- Five events in 2017
- About 250 heads, board chairs, senior administrators
- About 900 post it notes

Are the following addressed by self-studies?
MISSION

1. Urgency of pushing our thinking and vision; the basic model is outdated

2. Changing and defining culture and traditions

3. Defining our real value in times of changing markets and demographics
LEARNING EXPERIENCE

1. Shift to deeper learning: flexible, interdisciplinary, student-centered, differentiated

2. A culture of learning rooted in risk, failure, growth mindset

3. Assessing what we value in student performance
1. Shifting role of the teacher; how to hire, retain, evaluate, and develop

2. Educating parents and managing parent expectations

3. Developing board and leadership structures and skills
“How” are Schools Making These Changes?
SCHOOL-WIDE CHANGE

COMMUNITY NEEDS AND WANTS

DIFFERENTIATED VALUE

VALUE-DRIVEN INNOVATION

HOW ORGANIZATIONS CHANGE

REAL STRATEGY

THrive

How Schools Will Win the Education Revolution

Foreword by Yong Zhao

Grant Lichtman

Corwin
SCHOOLS OPERATE ON THREE LEVELS:

30,000 feet: Where are we going, what do we want to be, and how are we going to get there?

10,000 feet: Systems that align to the vision: pedagogy, instruction, curriculum, professional growth, space, time

Ground Floor: What am I going to do with my students today?
VALUE =

The difference between what you say you are going to do and what you actually do, as viewed through the eyes of your customers.
INNOVATION =

IMPLEMENTING IDEAS THAT ENHANCE VALUE FOR THE ORGANIZATION
What is our winning aspiration?
Where will we play?
How will we win?
What capabilities must we have?
What management systems do we need?
Shift Our Approach to Strategic Planning…

FROM

INWARD
BACKWARD
EPISODIC
MEDIUM TERM
TACTICAL

TO

OUTWARD
FORWARD
ONGOING
LONG RANGE
STRATEGIC

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What is our winning value proposition?

Value drives strategy

Innovation adds value

Strategy drives innovation

VALUE

INNOVATION

STRATEGY

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expansive...transparent...inclusive...systemic...ongoing...messy
“The heart and soul of a thriving enterprise is the irrational pursuit of becoming irresistible.”

Seth Godin
Net Promoter Score: How likely are you to recommend the school to friends and colleagues?

Net Promoter Score = Promoters (%) - Detractors (%)
What is the job we have been hired to do?

“People don’t want to buy a quarter-inch drill bit. They want a quarter inch hole.”

Theodore Levitt
WHAT IS THE JOB WE HAVE BEEN HIRED TO DO?

- Teach students how to read, write, do math, and solve problems.
- Teach students how to interact with others.
- Prepare students for the next grade and then for college or work after high school.
- Prepare students to do well on standardized exams.
- Keep students and teachers safe within quiet, well-managed classrooms.
WHAT IS THE JOB WE HAVE BEEN HIRED TO DO?

• Help my child be future-ready.

• Help my child to fulfill her potential.

• Help my child to become more globally aware.

• Give my child opportunities to impact the world in a positive way.

• Motivate my child to find and pursue his passions.

• Teach my child how to effectively work as a member of a team.

• Help my child connect with others, make friends, and find role models.
Is our balance of exploitation vs. exploration consistent with our strategic objectives?

Do we understand our unique capabilities and assets that could give us an advantage?

Do our metrics lead us to shortchange investment in market-creating innovation?

How do our leaders role-model behaviors consistent with market-creating innovation?

Are we properly organized to protect our innovation investments?

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INNOSIGHT
What Might Accreditation Measure?

DIFFERENTIATED VALUE from other schools

DYNAMISM: Shifts in the operating system

ALIGNMENT of values, innovation, and strategies

INVESTMENTS in true innovation

ENGAGEMENT with community stakeholders
Race car drivers don't focus on the bottom third of their windshield.