

Culture-Building PLAYBOOK

CLIMATE VS CULTURE: KNOW THE DIFFERENCE

Climate: The feeling when you walk in (positive, tense, chaotic)

Culture: The repeated traditions and behaviors that shape that feeling over time

*Consistency
creates culture.*

*Culture
shapes climate.*

SMALL ACTIONS > BIG CHANGE

(WHY IT WORKS)

Morning Strolls: Walk through the halls every day, greet students and faculty, smile, show interest in them

Builds relationships, sets a positive tone, signals safety and approachability

Faculty Flowers: Recognize peers at meetings with small gestures (flowers, notes, shout-outs)

Reinforces appreciation, models recognition, strengthens staff buy-in

Joke of the Day: Share a joke or funny anecdote every morning

Creates daily connection, lifts moods, reinforces a positive routine

Swinging Door Policy: Door wide open > come in; half open > check with secretary; closed > do not disturb

Clearly communicates availability, reduces stress, builds mutual respect

MINDSET SHIFTS THAT MAKE A DIFFERENCE

Reduce, Don't Eliminate:

- * Focus instead on reducing issues that interfere with learning and relationships, not eliminating them.
- * Recognize progress! (e.g., student's behavior improved from 7 incidents a day to 4).

Daytime vs Nighttime DJ Voice:

- * Positive actions > hyped up voice
- * Negative actions > calm, measured voice
- * Flipping how we respond builds stronger relationships and reinforces respect and values.

CONSISTENCY IS KEY

- * Pick 1-2 habits that matter most to you and schedule them as non-negotiables.
- * Track your progress. Did you do it? Did it create positive interactions?
- * Celebrate small wins. Improvement equals culture. Perfection is overrated.
- * Invite your colleagues to join - culture grows when it's visual and repeated.