

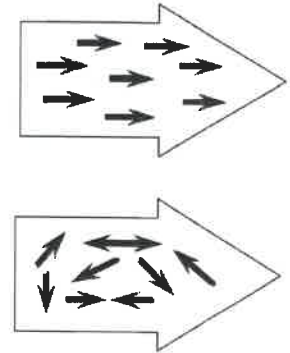
## The Power of Culture in Kenton City Schools

Our culture is the heart of our school system. It's what makes Kenton City Schools a special place to learn and live, and it gives us a unique advantage. Building and sustaining the Kenton City Schools culture requires intentional effort from everyone in the district. The BBO 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, & the experience our behavior produces for others. It is the foundation on which our education community 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 & our community. Because our culture shapes behavior, it determines how effectively we execute our strategy. Culture eats strategy for lunch. Our success depends on the ability to collaborate and execute in a constantly changing environment. Culture aligns everyone in the district around a common set of values & behaviors that ultimately determine how we prepare our students for success.

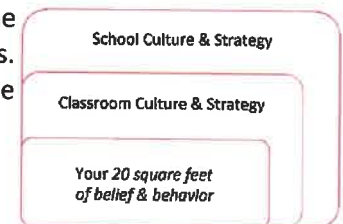


### 20 Square Feet™

20 Square Feet is simply a metaphor that expresses that each person in the district has a sphere of influence. It expresses the reality that the way we behave personally – the way each of us manages our 20 Square Feet – is what determines our culture.

### Beliefs □ Behavior □ Outcome (BBO)

The BBO is a blueprint for our culture. It makes clear the specific behaviors & results we want from each of our beliefs. The behaviors outlined in the BBO are essential to how we engage students in the classroom, and how we operate our schools. Our goal is to create an educational environment where everyone consistently engages in behaviors that produce exceptional outcomes.



# Culture Playbook

*Inspiring All to Inquire, Dream, and Excel!*

Belief	Behavior	Outcome
<b>Driven to Excel (Accountability)</b>	<ul style="list-style-type: none"><li>• Show Up and Step Up</li><li>• Own your actions</li><li>• Do what is right, even when difficult</li></ul>	<b>Accept Responsibility</b>
<b>Passion for Growth (Growth)</b>	<ul style="list-style-type: none"><li>• Start with a growth mindset</li><li>• Learn from mistakes</li><li>• Be gritty. Embrace challenges</li></ul>	<b>Best Version of You</b>
<b>Build Powerful Relationships (Teamwork)</b>	<ul style="list-style-type: none"><li>• Invest the time to care and connect</li><li>• We &gt; Me</li><li>• Intentional actions to serve others</li></ul>	<b>Stronger Together</b>

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## Driven to Excel

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- **Show Up and Step Up.** *We are willing. We believe everyone can be a leader. We follow through on our commitments. If we say we will do something, we do it. We understand that trust is earned through behavior, not granted by position.*
- **Own your actions.** *Change starts with me. We seek opportunities to make positive changes. We understand the importance of the work we do every day and take pride in the impact of our contribution. Sometimes we make mistakes. But when we do, we take ownership and make every effort to improve by exploring alternatives. We focus on the end in mind and re-establish lead measures to achieve our goals. The way we behave personally is what determines the success of our school.*
- **Do what is right, even when difficult.** *This is about acting with integrity. We are in charge of ourselves. We are empowered to lead and capable of making valuable contributions within our roles rather than waiting for outside influences. And we talk straight. We are open and candid with each other, even when the conversation is difficult. We talk to people, not about people.*

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## Passion for Growth

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- **Start with a growth mindset.** *We set a high standard and have a “can do” attitude. We put first things first by focusing on the highest priorities, eliminating the unimportant and staying true to our goals. At the heart of our culture is a passion for growth, the growth of our students and the growth of our staff. We push ourselves outside our comfort zones. We relentlessly pursue excellence everyday.*
- **Learn from mistakes.** *It takes courage to admit we are wrong and understand we are always learning. Mistakes are essential in personal growth. We demonstrate humility. Other people often have insight we can benefit from; we are open to receiving ideas, thoughts, & feedback. We never assume or make excuses. No matter how much we think we know, we always work hard to improve our understanding of the situation. We focus on learning and use proactive language to turn mistakes into opportunities to improve.*
- **Be gritty. Embrace challenges.** *We see challenges as opportunities to propel us forward. When faced with adversity, we focus on our circle of influence. We embrace the productive discomfort that is often necessary for continuous improvement and growth. This is the Edge. The Edge is that point at which talent is not enough and skill is required to win the moment. We are willing to adopt new behaviors and explore alternative methods. We are willing to adjust plans and actions to achieve our goals. We celebrate the daily victory and use data to drive our decisions. Success is achieving our goals and setting new ones.*

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## Build Powerful Relationships

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- **Invest the time to care and connect.** *We respectfully seek first to understand, then to be understood. Listening is one of the most important things we do. We adopt an abundance mentality -- a balance of courage and consideration. We have the courage to create and contribute while considering and celebrating the wins of others. When we care we pay better attention and give better effort. When we listen, we create valuable connections and build enduring bonds. When we communicate, we share ideas and perspectives and make better decisions. We understand that this takes time. So we invest the time.*
- **We > Me.** *Achieving our mission requires the power of the team. We believe that everyone has genius. Our culture embraces the unique gifts and talents of each individual and empowers **all** to contribute to student, staff, family and community learning. Great things happen when we work together and put the team first.*
- **Commit to serve others.** *We genuinely care for others. We strive to develop the whole person -- body, heart, mind and spirit. We aspire to become models of well-rounded, continuous learners. We approach relationships with win-win thinking where everyone benefits.*