Make it Stick!

how to make change happen in your organization

Matt McCarter, Director
Student Engagement, Career & Technical Readiness
It might seem frivolous to share photos of cute animals & babies, but there is scientific evidence from psychological research that viewing certain pictures can combat stress and make us happier.

Why are photos able to evoke our emotions so readily?
“We are visual creatures and our brain is biased towards visual information. Our vision tells us very quickly if the environment is safe or risky. A significant proportion of our brain and our emotions are attached to processing what we see.”

Dr. Simon Moore, Psychologist

Increases in...
✓ Endorphins
✓ Productivity
✓ Happiness
✓ Engagement
Endorphin Check
Student Engagement, Career & Technical Readiness

21st Century Community Learning Centers

Advanced Opportunities

Driver Education

GEAR UP

Safe & Drug Free Schools

School Health

Student Advising

Youth Suicide Prevention
It’s a Big Lift
THANK YOU

STAY CLASSY
Session Goals

✓ Re-conceptualize what organizations are
✓ Learn defining features of successful change initiatives
✓ Practice identifying assumptions that lead to resistance
✓ Broaden strategies to address the root causes of resistance
✓ Have a great time!
Selective Attention Exercise
On Identity

Informed by the focus of my work / personal life

✓ Servant leader
✓ Interested in emancipation
✓ Humanist
✓ Fan of irony
✓ Father
✓ Athlete
✓ Student
✓ Musician / Magician

These associations influence what I pay attention to
What are yours?
Changes Afoot in your School

✓ Identify current initiatives / programs / efforts creating the most tension in your organization

✓ Why do you think tension is emerging?

✓ Does the tension put the effort at risk of failing? Why?
Endorphin Check
On Organizations

- Dynamic (constant change)
- Comprised of the people serving the organization (rather than buildings, policies, products, services, etc.)
- Organizational change means people change
- Daily, informal micro-interactions comprise the substance of the organization
Disruptive Initiatives

Lessons Learned
Endorphin Check
Findings

Examine assumptions about what is good for public education.

✓ Does more money increase effective instruction?
✓ Are standardized tests an accurate measure of proficiency?
✓ Should teacher evaluations be made public?
✓ Dedicated vs operational funding?
✓ Punitive vs restorative disciplinary practices?
Findings

Identify / acknowledge the governance philosophy of the organization

- Central vs local control
- Authoritative vs laissez faire
- Sanctions vs incentive
Endorphin Check
Voice in decision-making and access to information is vital

- Gathering feedback around key decision points
- Timely communication about progress
- Tools & dialogue to help employees understand how change impacts their work, and how they can support the change
Findings

The value of time

- Identify the time-bound drivers of change (election cycles, grants, legislation, etc.)
- What is possible by when?
Endorphin Check
Core Elements of Belonging

- A universal, basic human need
- Fundamental motive that drives behavior
- Related to mattering
- Influenced by one’s identities
- Leads to positive outcomes and success
- Must be satisfied as conditions, circumstances change

Dr. Terrell Strayhorn
Questions

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