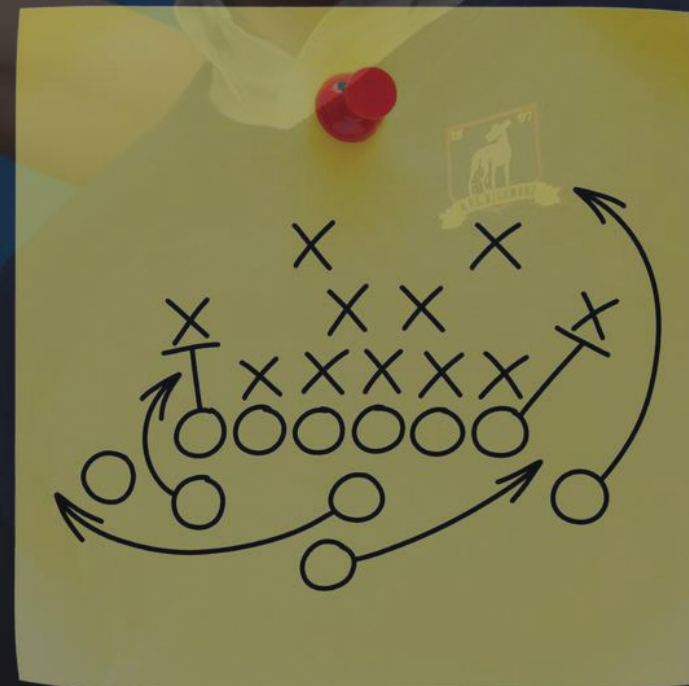


Ted Lasso's Leadership Playbook for Success



Dr. DAN BUTLER
@danpbutler

The Path of Today's Presentation

1

What is it?

I will define each play and why it matters

2


How can we execute the play?

I will present strategies, tactics, and ideas to implement these leadership beliefs in your setting

3

What are your thoughts?

We will reflect together and discuss how you can take each play back to your school/district



Play 1: Know Your Why



A photograph of two men in a hallway. The man on the left is wearing a dark blue sweater over a light-colored collared shirt and light-colored trousers. He is smiling and looking towards the man on the right. The man on the right is wearing a dark blue jacket with red and white stripes on the sleeves and is holding a clipboard. He is also smiling and looking towards the first man. The background shows a hallway with lockers and a fire escape plan on the wall. The entire image is covered with a dark, semi-transparent overlay.

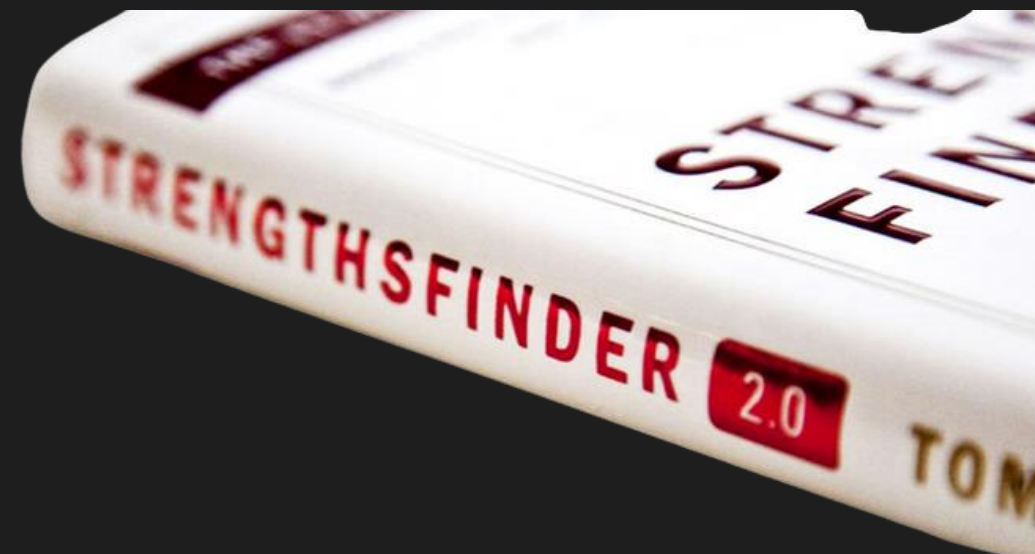
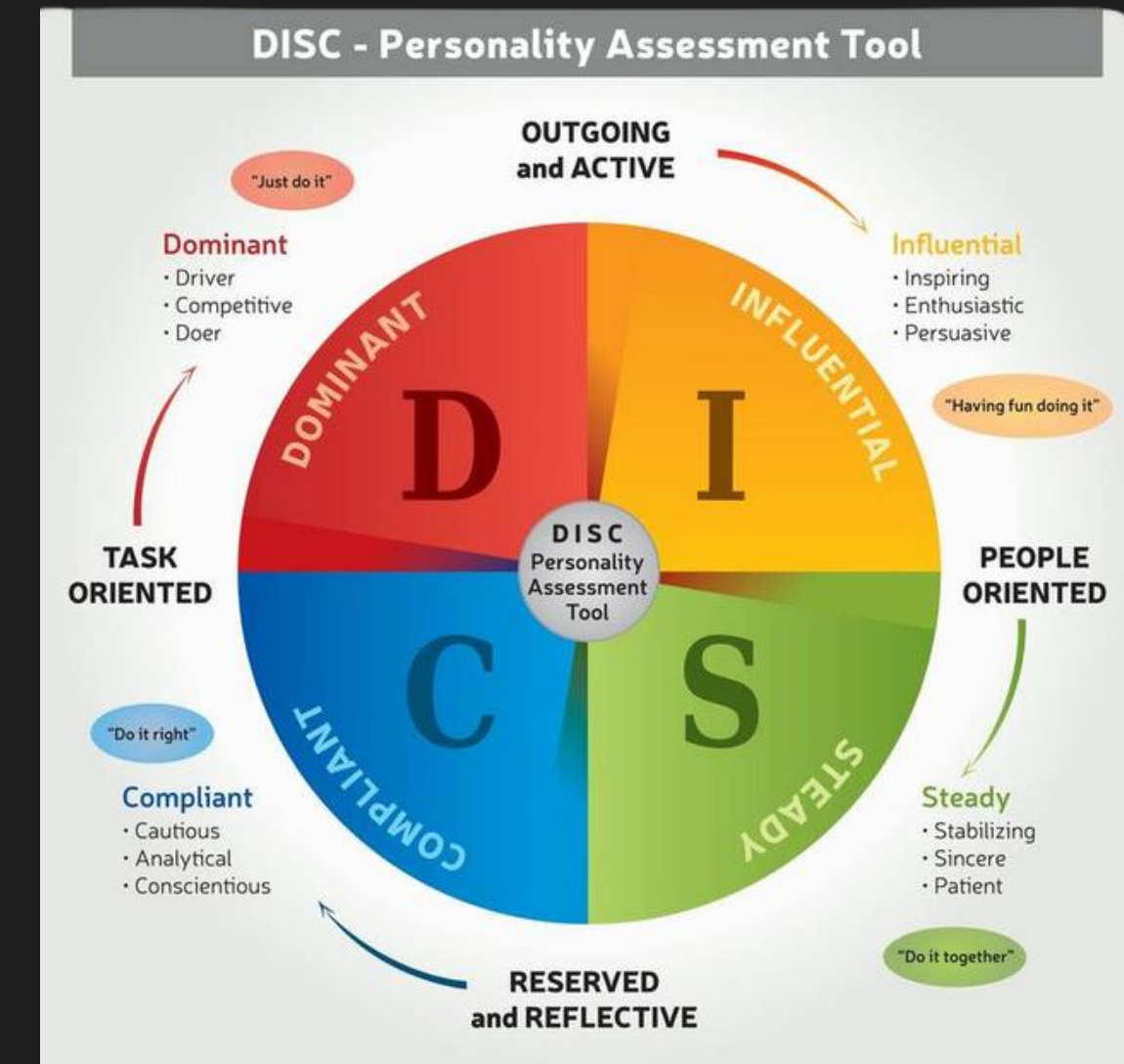
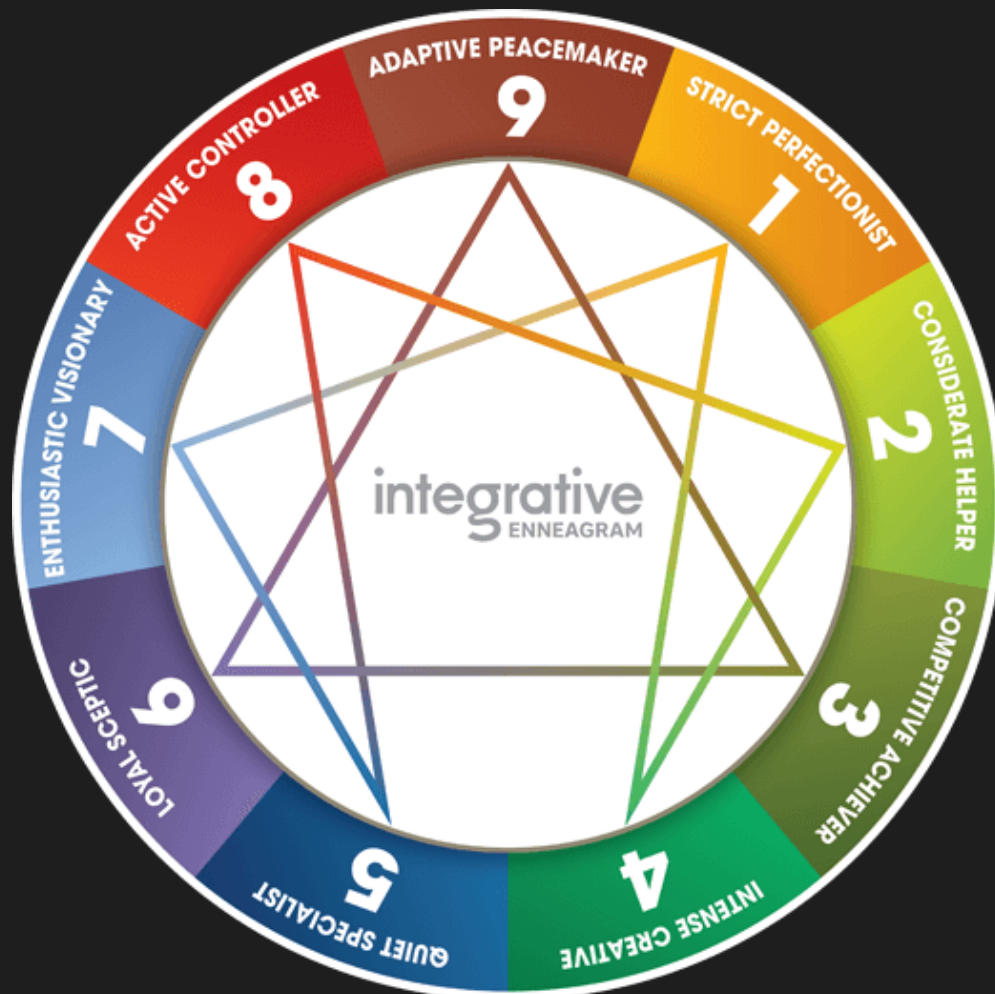
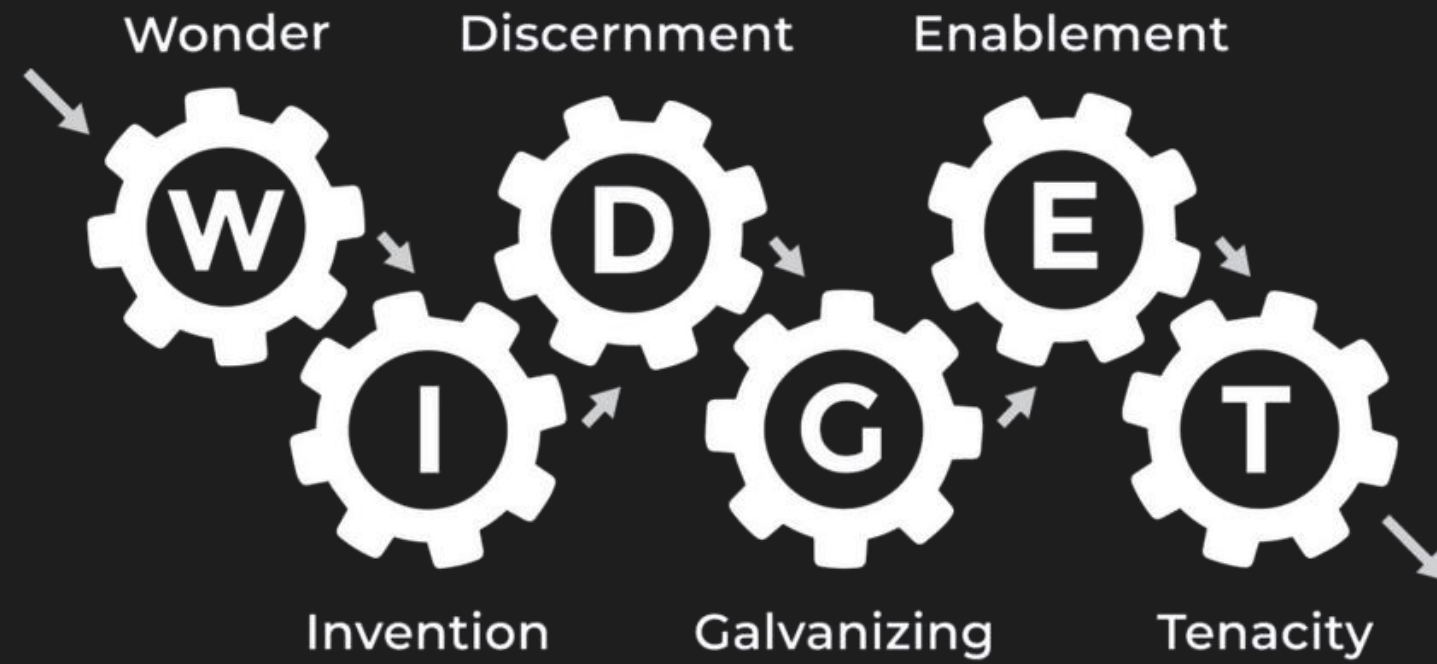
Play 1:
Know
Your Why

How can I
execute the
play?

A hand holds a magnifying glass over a landscape. The lens of the magnifying glass shows a close-up of a path leading through a field towards a body of water under a cloudy sky. The background of the entire image is a blurred, darker version of the same landscape. Overlaid on this image is white text in a bold, sans-serif font.

**What is the lens through
which you look to make
important decisions?**

The 6 Types of Working Genius



**“YOUR FIRST PRIORITY ISN'T TO BECOME GREAT AT ANYTHING. IT'S TO
DECIDE WHAT YOU BELIEVE, WHAT YOU VALUE, WHO YOU ARE, AND WHO
YOU WANT TO BECOME.**

**YOUR TOP PRIORITY ISN'T TO PRODUCE RESULTS, ACCOMPLISH GOALS, OR
EARN REWARDS. IT'S TO CHOOSE YOUR STANDARDS, LIVE BY THEM, AND
CREATE THE BEST VERSION OF YOURSELF.**

THAT'S WHAT IT MEANS TO LIVE WITH INTEGRITY.”

BRIAN KIGHT

Play 1:
Know
Your Why

What are your
thoughts?




A blurred background image of a large crowd of people, mostly young adults, gathered in what appears to be a school hallway. The people are looking in various directions, some towards the camera. The lighting is somewhat dim, and the overall tone is slightly desaturated. Overlaid on this image is the text "What's Your Why?" in a large, white, bold, sans-serif font.

**What's Your
Why?**

Questions to Consider

The background of the slide is a dark blue gradient. Overlaid on this background are numerous 3D question marks in a lighter blue color. The question marks are of various sizes and are scattered across the slide, creating a textured, three-dimensional effect. Some question marks are in the foreground, appearing larger and more detailed, while others are in the background, appearing smaller and more faded.

- What makes you come alive?
- What are your strengths?
- Where do you add the greatest value?
- How will you measure your life?

A dark, moody photograph of two men. The man on the left is in profile, looking towards the right, wearing a dark jacket with a light-colored stripe on the shoulder. The man on the right is slightly behind him, looking forward with a slight smile, wearing a dark puffer jacket. The background is dark and indistinct. Overlaid in the center is the text 'Play 2: Engage Everyone' in a large, white, sans-serif font.

Play 2: Engage Everyone



A photograph of two men in a hallway. The man on the left is wearing a dark blue sweater and light-colored trousers, smiling and looking at the other man. The man on the right is wearing a blue and red striped jacket and is holding a clipboard, looking at the first man. In the background, there are lockers and a fire escape plan on the wall. A red rectangular box is overlaid on the left side of the image, containing white text.

Play 2:
Engage
Everyone

How can I
execute the
play?

*What do I mean by
employee engagement?*



Key Indicators of Employee Engagement

Fulfillment: *How fulfilled are you by the work that you do?*


Discretionary Effort: *How willing are you to put in effort beyond what is expected?*

Pride in Employer: *How much do you agree with the following statement – “I am proud to work at [] School/District.”*

Employee Satisfaction: *Overall, how satisfied or dissatisfied are you with [] as a place to work?*

Employee Net Promoter Score: *How likely are you to recommend [] as a place to work?*

Intent to Leave/Intent to Stay: *How much do you agree with the following statement – “I am seriously considering leaving []”*

A wooden mannequin figure is positioned at the bottom center of the frame. Above it, on the left side, is a grey speech bubble with a black outline and a large black question mark inside. The background is a solid yellow color with a subtle gradient.

*Why does it
matter?*



“Engaged employees produce better results. Better results produce wins. Winning teams engage employees more who in turn deliver better results in a beautiful, virtuous cycle.”

Laraway, 2022

1. Continue Coaching (Praise)



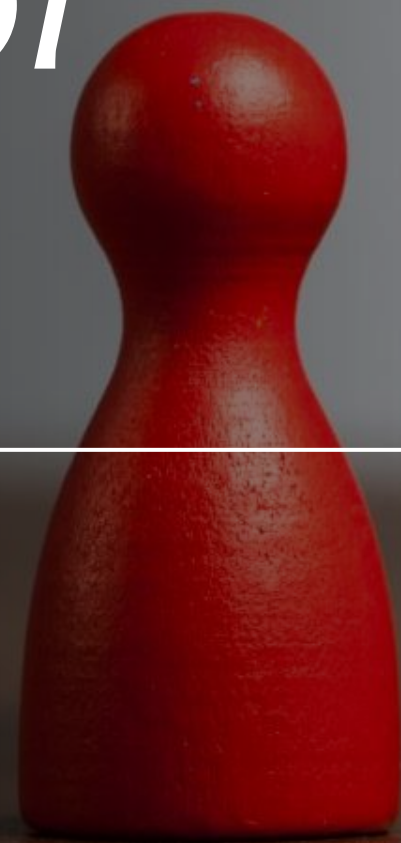
Continue Coaching (Praise)

*The purpose of praise (continue coaching) is to help people understand **explicitly** what they should continue doing.*

There is a specific framework to capture this.



Situation
Behavior
Impact



Continue Coaching Example

“Hey, Jeni: *I wanted to let you know that when you enter my office* prepared and organized with open enrollment forms and documents for approval, it makes the process move quickly. By doing the research on the backend of student and family situations, you make this easy for me so I can direct my energy to other tasks. Thank you so much.”

2. Improvement Coaching



Improvement Coaching

*The purpose of Improvement Coaching (difficult conversations) is to help people understand **what can be improved.***

The SBI framework can assist with this as well.



Improvement Coaching Example

Hey, Mark: “*During our administrative meeting today, I noticed that you were distracted by your phone multiple times which caused you to miss critical pieces of information shared by our team. When you are distracted by electronic devices, you not only miss important content, but also send a message to your teammates that what they’re saying is not as important as what you’re doing.*”

5:1

Experts recommend a ratio of 5 (continue coaching) to 1 (improvement coaching) comments

Notice it's not 5 to 0

It's also not 500 to 1



3. Soliciting Feedback





A manager (leader) explains 70% of engagement.

Better engagement is a function of better management, and worse engagement is a function of worse management.

Laraway, 2022

Management (Leadership) Matters!

Play 2:
Engage
Everyone

What are your
thoughts?



Get Out Your Device

Think of a person who believed in you before you believed in yourself

Take a moment to send a message to this person following the SBI framework:

- Check in
- Thank you
- Something to brighten their day

A group of five men are gathered in a meeting room. On the left, a man in a blue sweater and glasses is looking towards the center. Next to him is a man in a blue long-sleeved shirt. In the background, a man in a blue jacket and a blue baseball cap is looking towards the right. On the right, a man in a light-colored suit and dark tie is pointing his right hand towards a screen that is out of frame. The text 'Play 3: Be Curious, Not Judgmental' is overlaid in white on the image.

Play 3:
Be Curious,
Not
Judgmental

My Promise - Your Challenge

BE CURIOUS

ASK QUESTIONS

LISTEN WITHOUT JUDGMENT

AVOID ASSUMPTIONS



Thank
you

Dan Butler
@danpbutler
dan.butler@wdbqschools.org

