

THE SECRET SAUCE FOR SUCCESS

JAMES COLBERT JR., Superintendent
DANIELLE CLARK, APR, Chief Communications Officer

The "Recipe"



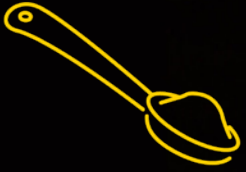
One dose of **LOYALTY**



The "Recipe"



One dose of **LOYALTY**



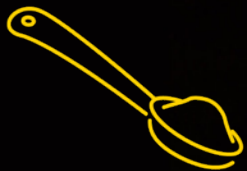
One heaping
spoonful of **TRUST**



The "Recipe"



One dose of **LOYALTY**



One heaping
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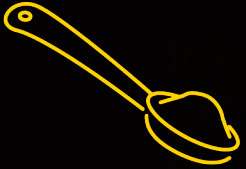
Low simmer of
**CALIBRATION &
ALIGNMENT**



The "Recipe"



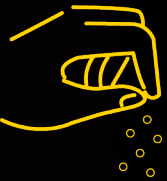
One dose of **LOYALTY**



One heaping spoonful of **TRUST**



Low simmer of **CALIBRATION & ALIGNMENT**



Sprinkle in **NON-NEGOTIABLES**



Tiers of Superintendents



Tier 3

Tiers of Superintendents



Tier 3



Tier 2

Tiers of Superintendents



Tier 3



Tier 2



Tier 1

Honor the Code

**Who are
you loyal to?**



The Chair

Honor the Code

Who are
you loyal to?



The Chair

OR



The Person



Loyalty

- **Relationship & Perspective**
- **Communications Roles**





Loyalty

- Relationship & Perspective
- **Communications Roles**





Loyalty

Dynamic Strategy

Tier 3

What:

- All about self preservation





Loyalty

Dynamic Strategy

Tier 3

What:

- All about self preservation

How:

- Samurai v. Shogun





Loyalty

Dynamic Strategy

Tier 2

What:

- Loyal but has a breaking point





Loyalty

Dynamic Strategy

Tier 2

What:

- Loyal but has a breaking point

How:

- Articulate and demonstrate how you make them look good





Loyalty

Dynamic Strategy

Tier 1

What:

- Willing to fall on their sword





Loyalty

Dynamic Strategy

Tier 1

What:

- Willing to fall on their sword

How:

- Articulate that you understand the concept
- Match their loyalty

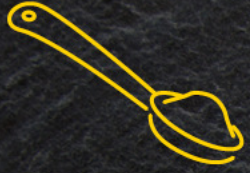




Trust

- **Push/Pull Dynamic**
- **Inside the Box**
- **No Seasoning**

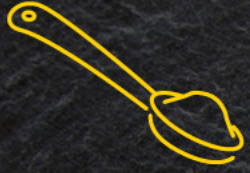




Trust

- Push/Pull Dynamic
- **Inside the Box**
- No Seasoning





Trust

- Push/Pull Dynamic
- Inside the Box
- **No Seasoning**





Trust

Dynamic Strategy

Tier 3

What:

- Trusts nobody
- Listens to everybody





Dynamic Strategy

Tier 3

What:

- Trusts nobody
- Listens to everybody

How:

- Provide evidence of what you are trying to achieve
- Keep it simple
- Go for the easy win





Trust

Dynamic Strategy

Tier 2

What:

- Delegates work
- Not creative
- Takes credit for your ideas





Trust

Dynamic Strategy

Tier 2

What:

- Delegates work
- Not creative
- Takes credit for your ideas

How:

- Provide them a bank of options
- Honor the box!





Trust

Dynamic Strategy

Tier 1

What:

- Trust goes in both directions
- Innovative
- Willing to take risks

How:

- Honor the code
- Own your mistakes
- Carbs vs. Protein





Calibration & Alignment

- **Organization Goals & Mission**
- **Delegate of the Superintendent**
- **Style Matching**





Calibration & Alignment

- Organization Goals & Mission
- Delegate of the Superintendent
- Style Matching





Calibration & Alignment

- **Organization Goals & Mission**
- **Delegate of the Superintendent**
- **Style Matching**

THE PRICE YOU PAY FOR WINNING

- Sometimes the sacrifices you make to win, cost you in the end.
- Is it worth it?



HOW DO YOU EMBARRASS A CLOWN?



Harris County
Department of
Education

Samurai

SHOGUN





Calibration & Alignment

Dynamic Strategy

Tier 3

What:

- Doesn't conceive of the notion





Calibration & Alignment

Dynamic Strategy

Tier 3

What:

- Doesn't conceive of the notion

How:

- Explain what the concept looks like
- Requires lots of maintenance





Calibration & Alignment

Dynamic Strategy



Tier 2

What:

- Very inconsistent
- Doesn't have a plan
- Doesn't know how to make a plan



Calibration & Alignment

Dynamic Strategy



Tier 2

What:

- Very inconsistent
- Doesn't have a plan
- Doesn't know how to make a plan

How:

- Learn their voice/style
- Present them with a plan
- Make them work the plan



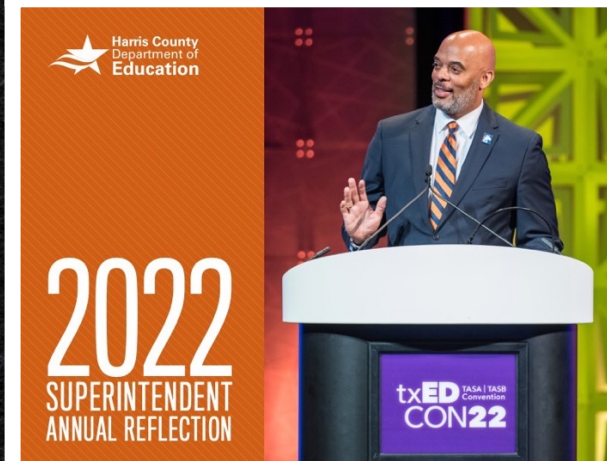
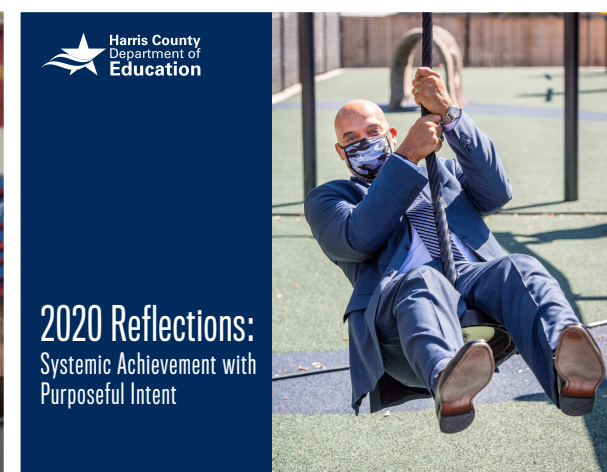
Calibration & Alignment

Dynamic Strategy

Tier 1

What:

- Extremely consistent and predictable
- Has a clear goal with a systemic approach





Calibration & Alignment

Dynamic Strategy

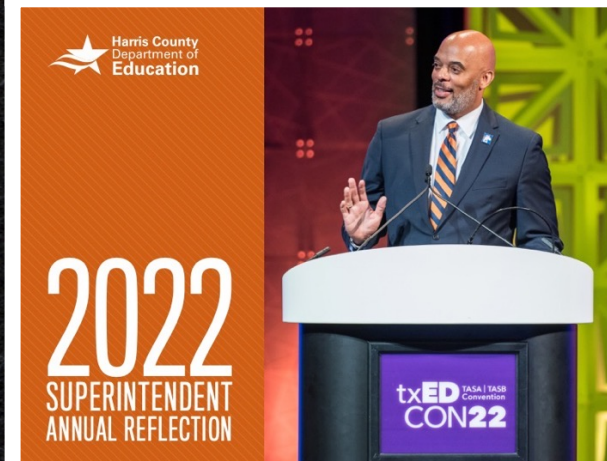
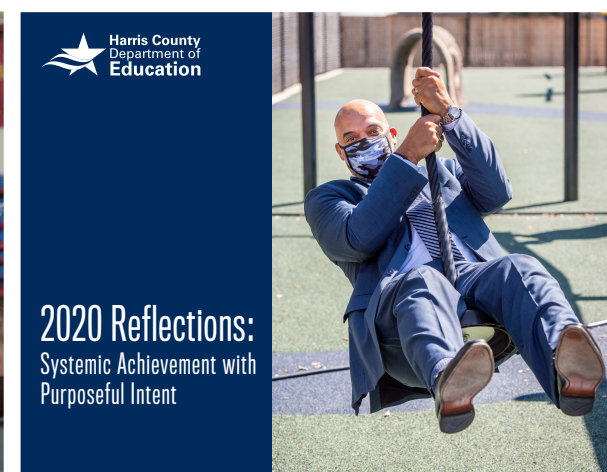
Tier 1

What:

- Extremely consistent and predictable
- Has a clear goal with a systemic approach

How:

- Encourage appropriate unpredictability
- Keep them calibrated
- Stay in your lane





Non-Negotiables

Action Steps

- **Digest this Information**
- **Get on Cabinet**
- **Make Suggestions + Bring Ideas + Push**
- **Weekly Update Meetings**
- **Stay in Your Lane**





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Questions



Thank You



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