



**DUBLIN**  
CITY SCHOOLS

# **CULTURE PLAYBOOK**

# PERFORMANCE PATHWAY





# CULTURE

## *What is Culture?*

Our culture is the heart of our learning community. It makes Dublin City Schools a special place to work, and it gives us a unique advantage. Building and sustaining the Dublin City Schools culture requires intentional effort from everyone in the district. This playbook is part of that effort.

Culture is not a document that hangs on the wall. Culture is what we believe and how we behave, including the experiences we give and receive. It is the foundation on which our education community is built. Written statements help clarify the culture, but documents don't create culture; people do. Our culture is the product of how we choose to behave.

Our core values provide the standards for how we behave toward each other and our students and families. Because our culture shapes behavior and our behavior reinforces culture, it determines how effectively we execute our educational goals.

Our success depends on our collaborating and achieving in a diverse learning community. Culture aligns everyone in our district around a common set of shared values and behaviors.

# 20 SQ FT

20 Square Feet is a metaphor that expresses the reality that everyone at Dublin City Schools has a sphere of ownership. Each of us is responsible for developing our part of the culture and our part of the learning journey. The way we behave personally—the way each of us manages our 20 Square Feet—is what determines our culture.

Every person in every building has a sphere of ownership. Inside your 20 Square Feet, you have control. Outside you have an impact.

This means that we are all builders of our culture. There's no such thing as a culturally neutral attitude or action. What you do (or don't do) in your 20 Square Feet makes a difference.

The way each of us manages our 20 Square Feet determines our culture. **Never underestimate your ability to make a difference.**



SCHOOL

CLASSROOM

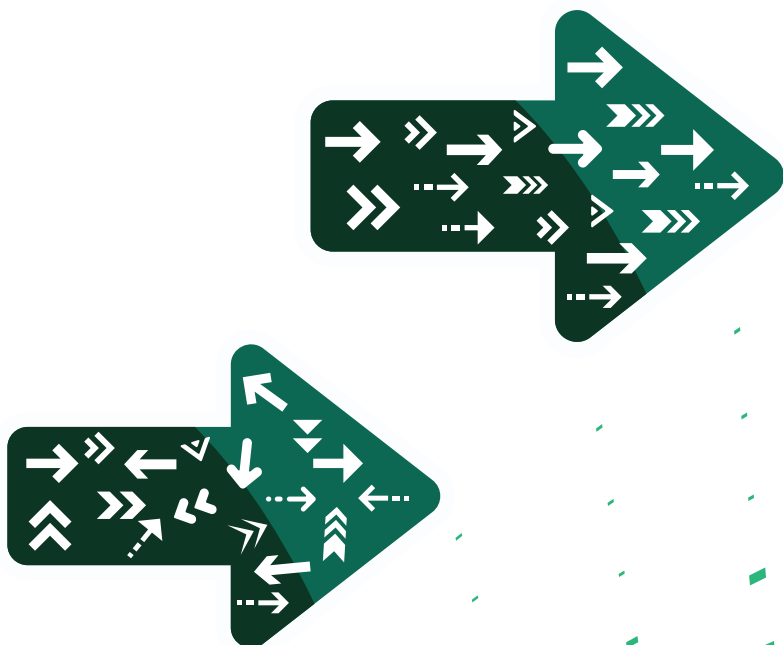
YOUR  
20 SQUARE  
FEET

# ALIGNMENT

The power of culture lies in its ability to engage, align, and energize people. When students and staff in each building share a deep commitment to a common culture, their effort and energy are focused in the same direction.

Our core beliefs provide the standards for how we behave toward each other, our partners, and our customers. Because culture shapes behavior, it determines how effectively we execute our strategy. The purpose of culture is to drive behaviors that prepare students for success.

When we align around culture, we communicate and collaborate, solve problems, innovate, continue to improve, and support each other on the wonderful learning journey.



VALUE

**Take Responsibility** *Own Your Attitude & Action*

BEHAVIORS

- Press Pause and Think.
- Do the Right Thing.
- Be Present.

OUTCOME

**Prepared  
for Success**

VALUE

**Always Growing** *Embrace the Journey*

BEHAVIORS

- Do the Work.
- Learn from Success and Failure.
- Be Coachable.

OUTCOME

**Best  
Version  
of You**

VALUE

**Better Together** *Think Team*

BEHAVIORS

- Care and Communicate.
- Connect and Collaborate.
- Celebrate.

OUTCOME

**Elite  
Learning  
Community**



# VBO

## VALUES BEHAVIORS OUTCOMES

Take a look at the Values, Behaviors, and Outcomes (VBO). You will see that each of our values drives specific behaviors that produce key outcomes. Our goal is not simply to publish and promote a list of principles. Our goal is to create a learning environment where everyone consistently engages in the behaviors that produce great experiences and great outcomes.

The Culture Playbook is a blueprint for our professional family. It clarifies the key behaviors and desired outcomes we want from each of our core beliefs. The behaviors outlined in the playbook are essential to operating our district and responding to the challenges of a constantly changing environment.

Our goal is to create a culture where everyone consistently engages in behaviors that help us prepare students to be ready for what's next.

The behaviors outlined in the playbook are essential to navigating the learning journey and responding to the ever-changing educational environment.

# Take Responsibility

*Own Your Attitude  
& Action*



## ■ BEHAVIORS

### PRESS PAUSE AND THINK.

Think before you act; be intentional in your decisions and actions. Before you make a decision, press pause and gain clarity. Ask, “what does this situation require of me?” We intentionally create an environment where we work and learn. Be purposeful in managing how you respond to the events you encounter and the outcomes you are pursuing. This is our most fundamental commitment — press pause and think to manage your response —  $E + R = O$ .

### DO THE RIGHT THING.

This is about acting with integrity. 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. We talk straight. We are open and candid with each other, even when it’s difficult. We talk to people, not about people.

### BE PRESENT.

The only time available for you to take action in pursuit of your goals is now. To win the moment, have a *be present* mindset; you must be in the moment. Learn from the past, prepare for the future, but be present in the moment. Pay attention; be disciplined in your focus.

## ■ OUTCOME

# Prepared for Success

# Always Growing

*Embrace the Journey*



## I BEHAVIORS

### DO THE WORK.

We choose to do the work; we will persevere through our challenges. Growth requires struggle; if we want to improve and grow, we must get out of our comfort zone. We embrace the productive discomfort that is necessary for continuous improvement. We understand that hard work is essential to achieve our goals. Discomfort simply marks the place where average stops and growth begins. It's the place where most people hesitate, resist, or quit. We are committed to pushing through the discomfort and pushing past our existing boundaries.

### LEARN FROM SUCCESS & FAILURE.

Learn from successes and repeat them. Learn from mistakes and correct them. Neither success nor failure is final; we are on a learning journey. We don't let success get to our head; we don't let failure get to our heart. We use mistakes as feedback; they are the catalyst for our success. We have the courage to acknowledge mistakes and do what's necessary to correct and learn from them. Mistakes are an opportunity to go again with greater insight. No **B**laming, **C**omplaining, or **D**efending.

### BE COACHABLE.

Approach every day with humility and a teachable spirit. "Everyone has something to teach me. Every day I have something to learn." Sometimes others see things we don't; others have insight from which we can benefit and learn; therefore, we are open to receiving ideas, critique, and feedback. We never assume, no matter how much we think we know, we always work hard to improve our understanding of the situation. We are committed to being teachable and coachable.

## I OUTCOME

# Best Version of You

**Better  
Together**  
*Think Team*



## ■ BEHAVIORS

### CARE AND COMMUNICATE.

We take the time to listen first to understand and value each other's opinions. We won't always agree – and that's ok. We attack problems, not people. We stay engaged and do the work to find a path forward together. We assume positive intent. We believe people are operating in the best interest of the learning community.

### CONNECT AND COLLABORATE.

We need each other. You need other people, and other people need you. We connect with our community and each other through active listening. We understand that achieving the full potential of our school and district demands the highest levels of communication. We put our team first – no personal agendas. As a result, the team consistently outperforms the individual. When you need support and help, ask for it. Actively seek opportunities to help each other.

### CELEBRATE.

Diversity is essential to us. Dublin City Schools is a wonderful collection of people with different backgrounds. We value, respect, and celebrate the perspectives of our staff, students, and community. We actively seek to utilize those perspectives to solve problems, achieve goals, and navigate the future. We tap into the power of appreciation. Saying thank you is a sign of respect; it motivates people. We work every day to celebrate an attitude of gratitude.

## ■ OUTCOME

# Elite Learning Community



**E + R = O**

Event + Response = Outcome

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Culture is not built by what you proclaim.  
It is built by what you  
practice, promote, and permit.



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