

Seeing Red Cars™



Goal Setting

Seeing Red Cars™ in a School District

Increasing the Impact

I talked to a superintendent at the beginning of the school year that wanted to show the Seeing Red Cars video for the district's staff meeting. One Principal took it a step further and suggested that each individual school should use the Seeing Red Cars video at their kick-off meeting. The DVD and support materials would set the stage for their individual goal setting for the year. He saw the video as a great tool to help everyone achieve their objectives, especially amidst the current state of the economy. The Principal thought that while it was good way to set the tone, he wanted ongoing impact. He wanted to influence the goal setting process and continue implementing the Seeing Red Car ideals throughout the school term. For the kick off meeting, he refined Seeing Red Cars Activity #2 for the group. In the discussion, his staff identified things that cause them to focus on what they don't want. Some examples teachers gave were challenging students, difficult parents, and not enough hours in the day. In the activity, each staff member identified their top three areas of focus, and wrote "I want" statements for each of these chosen areas. The "I want" statement is about the thoughts, actions, and behaviors that they "want" to have. The power of this positive thought process deters us from expecting and experiencing negative results.

Continuing the Impact

The Principal decided to review the content and pull quotes and segments from the teachers to incorporate into his weekly staff email for the entire year. Additionally, he chose to spread out the rest of the video training activities, music from the video and additional on-the-street interviews included on the DVD in all staff meetings. His plan became a 40 week program of incorporating Seeing Red Cars in every aspect of staff communication.

On-Impact →

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Celebrating the Learning Process

To give the kick off meeting some extra flavor, I directed him to a pastry chef who makes Seeing Red Cars cakes and cookies for these special occasions.

<http://tinyurl.com/seeingredcars-bakery>

The Principal made plans to celebrate and remind people daily of the affirmative attitude of Seeing Red Cars. Suffice to say many "red cars" were given and received throughout the year.

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