

Seeing Red Cars™



Challenging Economic Times Seeing Red Cars™ for Leadership

Increasing the Impact

In our current economic climate, sacrifices and cutbacks are leading to difficult decision-making situations. One school superintendent experienced how the Seeing Red Cars film and EQ* training can be used to facilitate tough circumstances, which will be increasing common in the next few years.

The superintendent had to lead a public meeting announcing her decision to close an elementary school. During the meeting, she began by showing the Seeing Red Cars film to the attendees. Afterwards, she broke the audience into small groups, each with a staff member who recorded the "I Wants" of the group. This information was then shared with the larger group. It proved to be a very powerful format, with a positive outcome.

The "I Wants" set the tone and ideas developed from the statements. Questions were framed from the "I wants". The school committee members couldn't believe how well problems were dealt with in such a challenging meeting. There was a visible change in body language as the audience relaxed. They all related to the range of emotions given by the superintendent who personalized what they were feeling.

In the days following the meeting, the superintendent received an outpouring of emails thanking her for her leadership through the difficulty of closing the school. Seeing Red Cars united staff and parents and led them to proactive decision-making in a time of crisis.

*EQ - Emotional Intelligence Quotient - the innate potential to feel, use, communicate, recognize, remember, describe, identify, learn from, manage, understand and explain emotions.

On-Impact →

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