



**S.E.R.V.E.**

**@characterstrong**




**Houston Kraft**

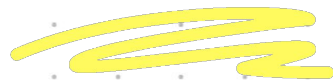
 Co Founder



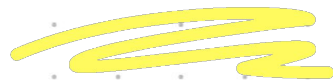
**Joe Gill**

 Director of School  
Support

Think of a  
**TREE**




# What is **CULTURE?**



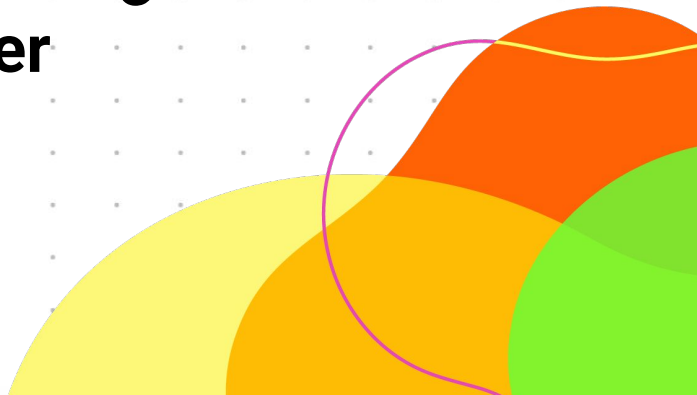
# Culture & Climate

A yellow squiggle is located below the title.

**Culture:** *"...goes much deeper than a mission statement... culture is how group members actually behave, repeatedly and habitually."* - James C. Hunter

A yellow squiggle is located below the quote.

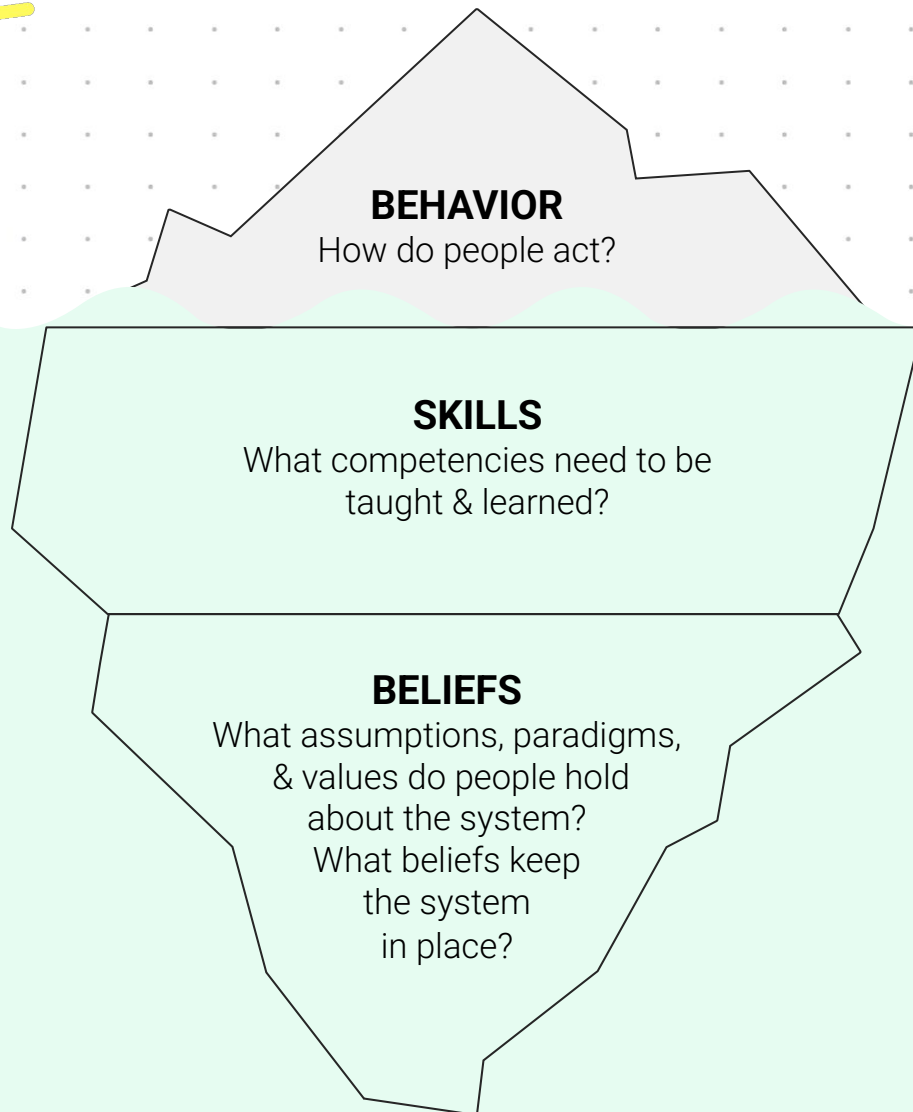
*"When it comes to school culture change we are first and foremost in the business of adult behavior change"*  
- Dr. Clay Cook, Chief Development Officer

Decorative overlapping circles in orange, yellow, and green are located in the bottom right corner.

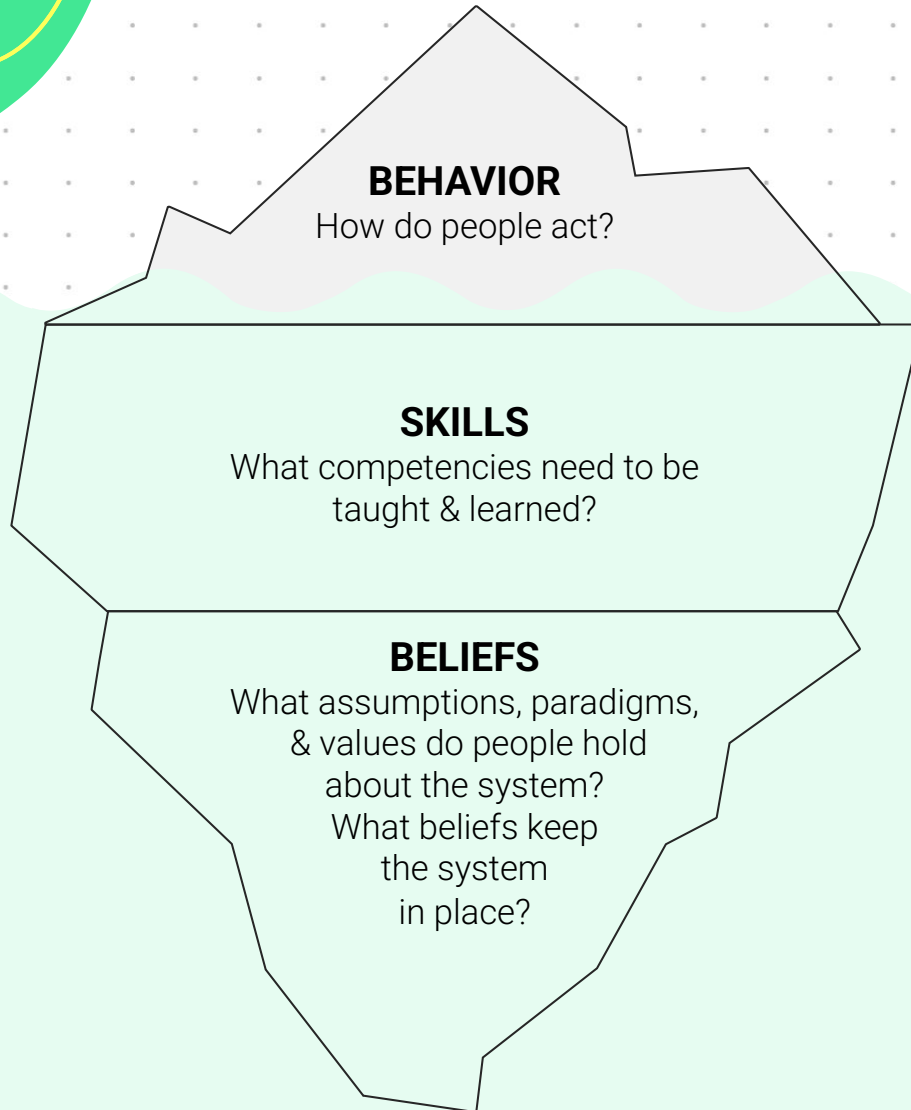
# Culture: *Behavior*

A yellow squiggle, consisting of three horizontal, wavy lines, is positioned below the word "Culture" in the title.

# The Iceberg Model



# The Iceberg Model



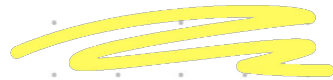
**Anxiety, Outbursts,  
Classroom Conflict**

**Coping skills,  
Emotional regulation,  
Conflict resolution**

**"It's not my job  
to teach about  
emotions!"**



Our BELIEFS drive our  
**BEHAVIOR**





We **BELIEVE** in the

**WORK, but...**



**“Passion alone can't cut it. For passion to survive it **needs structure.** A why without how has little probability of success.”**



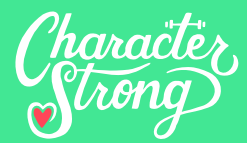
**Simon Sinek**

Author of *Start with Why*

**CNNF**

**OXNP**

**RNYT**




Character  
Strong



**CNNF**

**OXNP**

**RNYT**

The logo for 'Character Strong' is located in the top left corner. It features the words 'Character' and 'Strong' in a white, cursive script font, with a small red heart icon positioned between the two words. The logo is set against a background of overlapping green, blue, and purple organic shapes.

*Character  
Strong*

**CNN**

**FOX**

**NPR**

**NYT**

The background of the slide is white with a light gray dot grid. It is decorated with large, overlapping organic shapes in green, blue, purple, yellow, and orange, primarily located in the corners.

**S.E.R.V.E.**

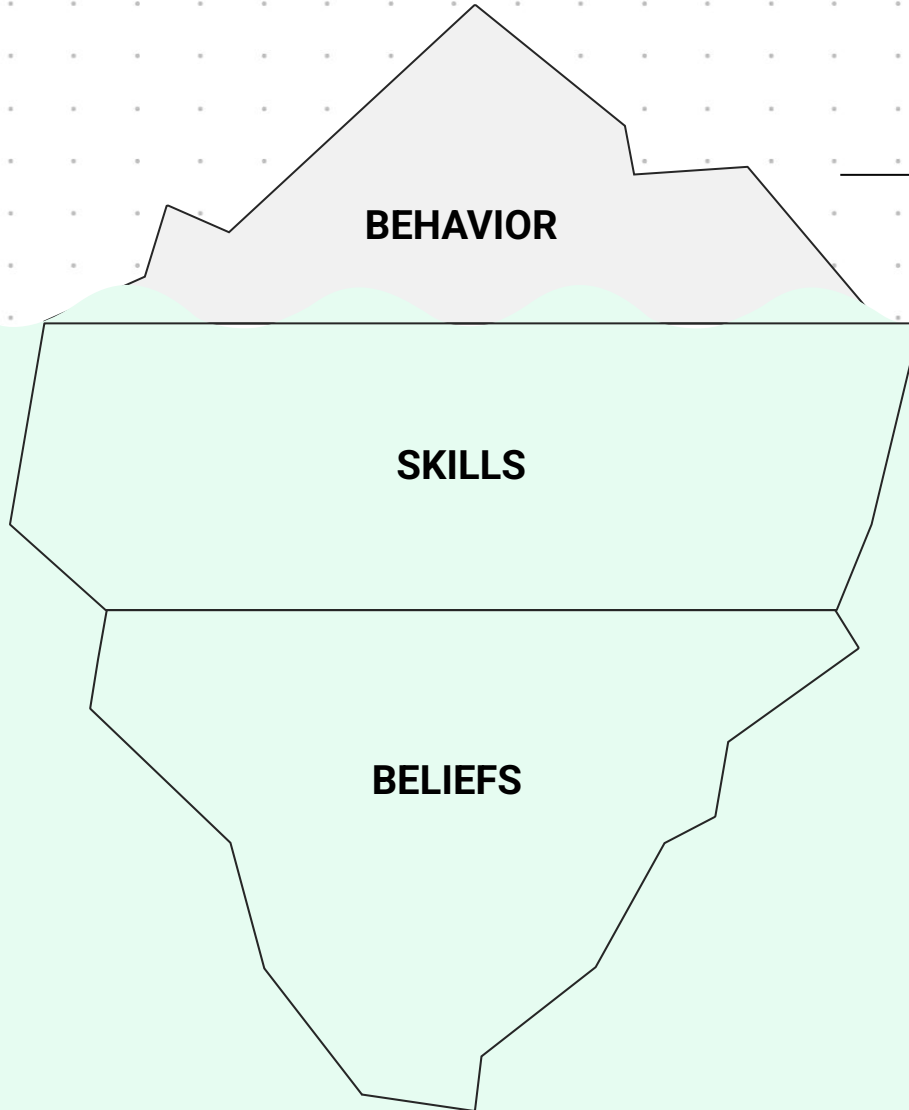
# S.E.R.V.E.

---

***Start:*** *A warm welcome  
followed by a routine start*

A decorative graphic in the bottom right corner consisting of overlapping circles in orange, yellow, and green, with a thin purple line curving around them.

# S.E.R.V.E.



***Start:*** A warm welcome  
followed by a routine start



**Start**

---

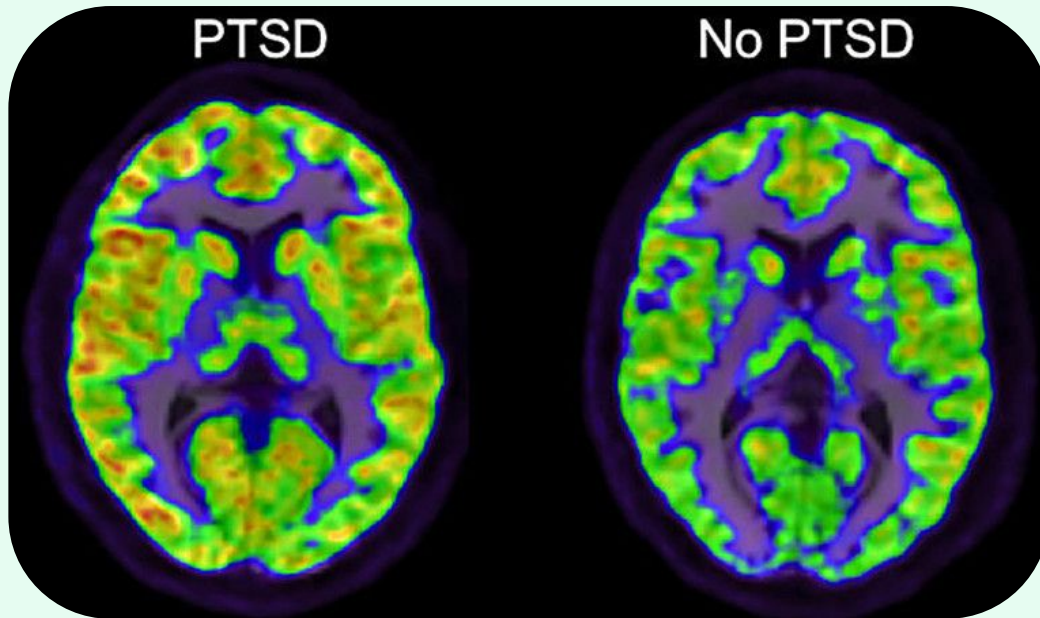
**Our BELIEFS drive our**

**BEHAVIOR**



*Beliefs*

# Start



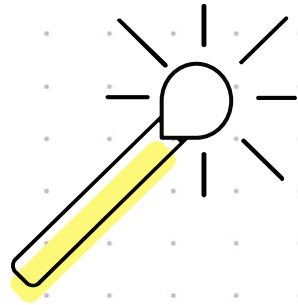
*Students with a background of trauma need **neutralizing** routines.*

Beliefs

# Start



## Lighter Fluid



## Match

Beliefs

*Character  
Strong*



# Start

---

***4 at the Door + 1 More***

***Disruptive behaviors  
were cut in half***



# Start

***4 at the Door + 1 More***

***20% increase in  
academic engaged time***

A stylized mountain graphic is located in the bottom right corner. It consists of three stacked, irregular shapes in light gray, light green, and a darker green. The word 'Beliefs' is written in a black, sans-serif font within the middle light green section.

Beliefs



# Start

***4 at the Door + 1 More***

***1080 hours***  
***more engaged time***



**Josh Holbrook**

Social-Emotional Learning Coach,  
Rowan County Middle School



Spotify



Apple



Google

To listen visit: [characterstrong.com/podcast](https://characterstrong.com/podcast)



**“Engagement is the strongest predictor of learning, and is influenced and can be improved by practices that educators have direct control over.”**



**Dr. Clay Cook**

Chief Development Officer



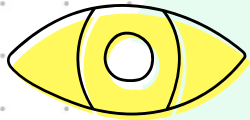
**Start**

**4 at the Door  
+ 1 More**

Skills

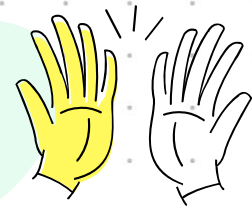
# Start

**4 at the Door + 1 More**



**1 Eye to Eye**

**3 Hand to Hand\***



**2 Name to Name**

**4 Heart to Heart**



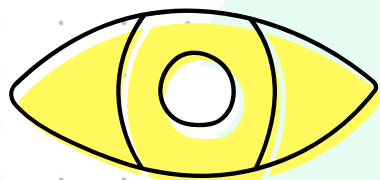
**+1**

**Entry Task**

Skills

# Start

**4 at the Door + 1 More**



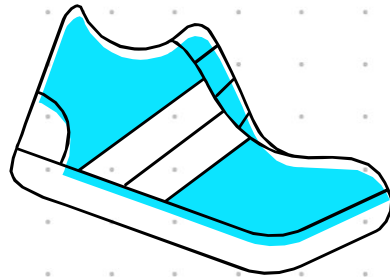
**1 Eye to Eye**

Skills

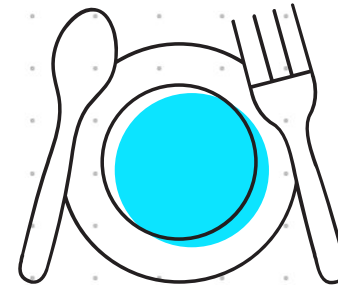
# Super Simple Strategy

*Eye to Eye*

Get on the student's **physical** level



Elementary



Secondary

# Start

**4 at the Door + 1 More**



**2 Name to Name**

Skills

# Super Simple Strategy

*Name to Name*

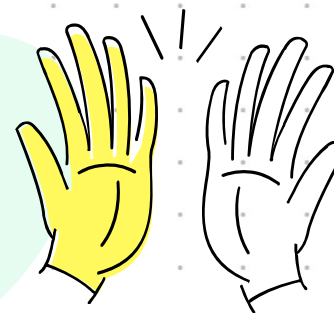
Learn **5-10** new student names each week



# Start

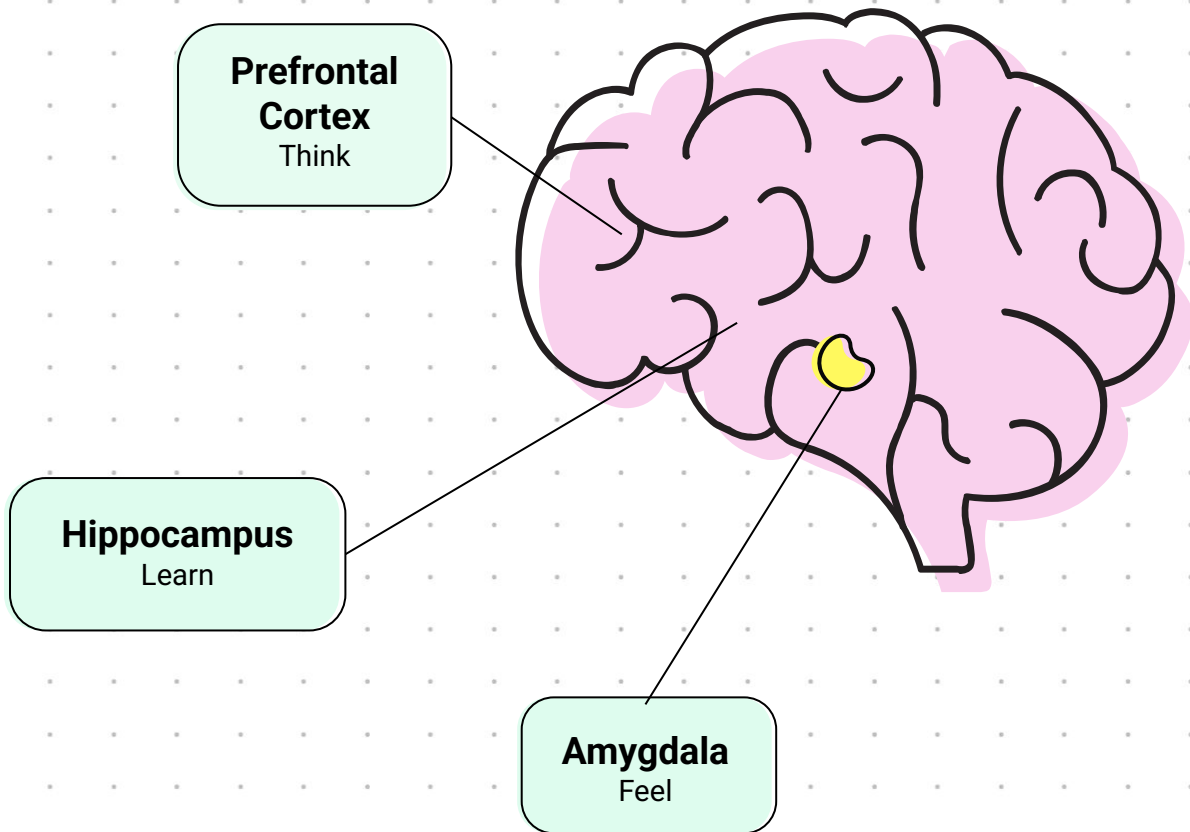
**4 at the Door + 1 More**

**3 Hand to Hand**



Skills

# Neuro Nugget



*Human touch **lowers blood pressure and cortisol** (stress) and **triggers the release of oxytocin** (belonging).*

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Feb 4, 2019 · 4 min read



## High Five: an MVP Move

Basketball is Psychology VII

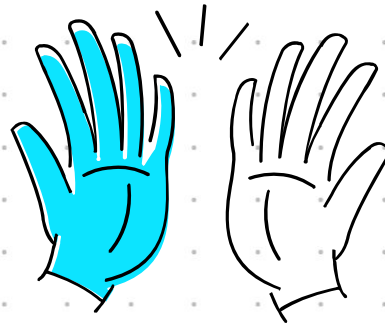


"I believe that the measure of a person's life is the effect they have on others." --  
Steve Nash

# Super Simple Strategy

*Hand to Hand*

## Fist Bump Friday



# Start

**4 at the Door + 1 More**

**4 Heart to Heart**



Skills

# Super Simple Strategy

*Heart to Heart*

~~“How are you?”~~

“It’s great to see you. Is there anything I can do for you?”





# Start

***4 at the Door + 1 More***

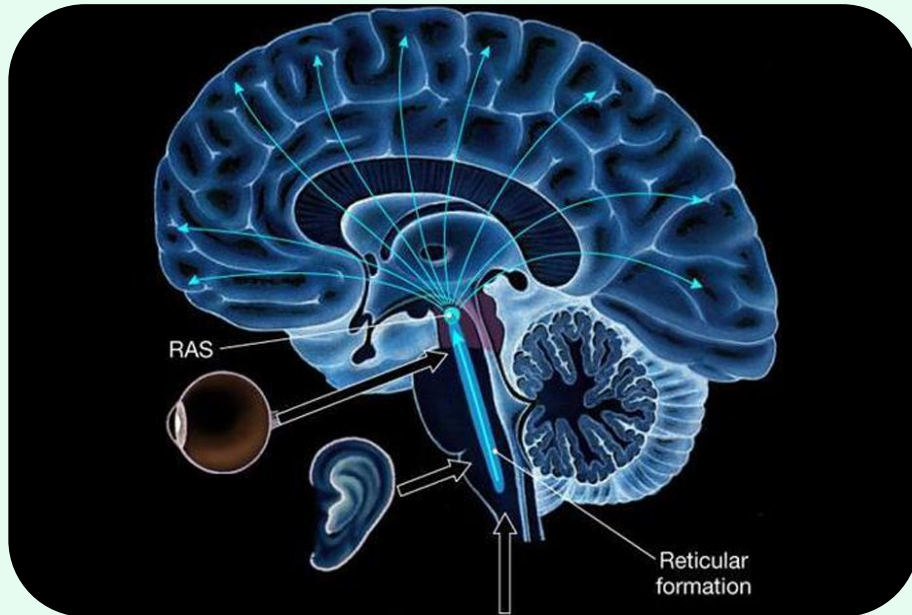
**+1**

## Entry Task

Skills

# Start

**4 at the Door + 1 More**



**Entry tasks** activate the reticular activating system, which increases retention and engagement.

Beliefs



# Start

---

***4 at the Door + 1 More***

*We recommend integrating  
relational entry tasks at least  
**50%** of the time.*

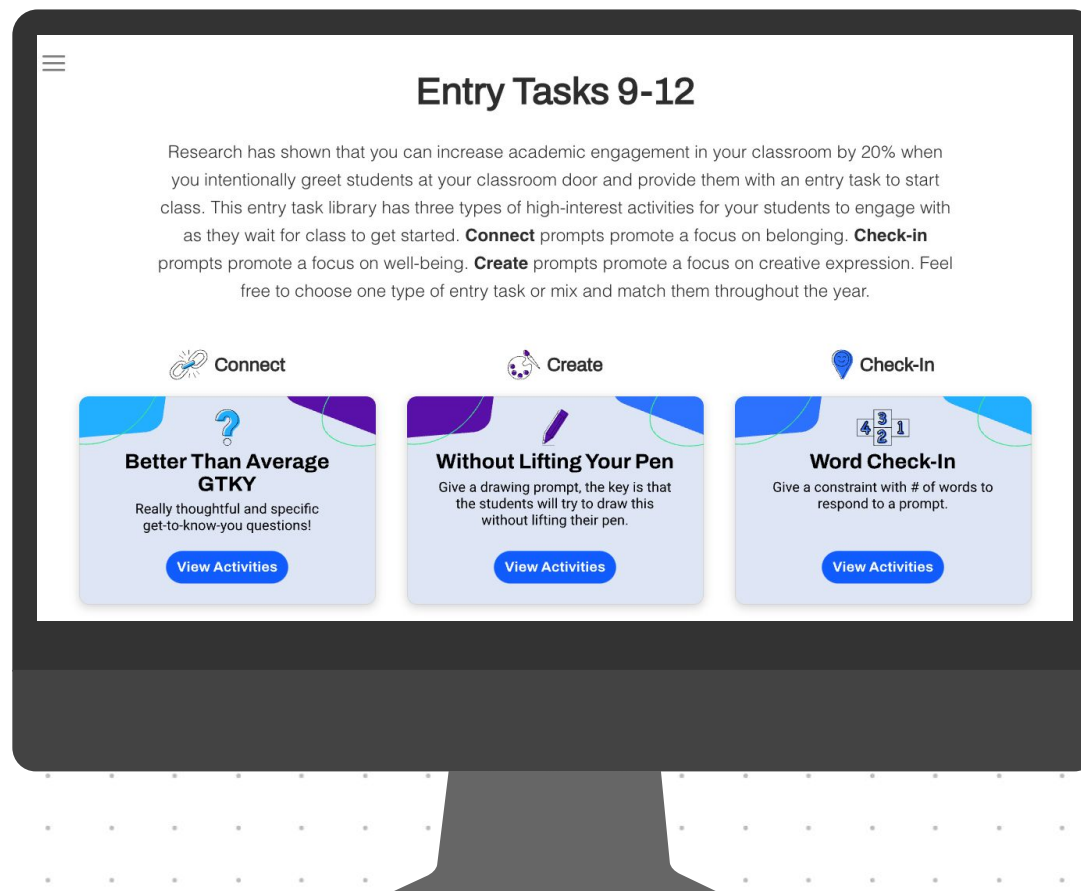
A stylized mountain graphic is located in the bottom right corner. It consists of three stacked, irregular shapes: a light gray top peak, a light green middle section, and a darker green base. The word 'Beliefs' is written in a black, sans-serif font within the middle green section.

Beliefs

# Start

+1

## Relational Entry Task



Skills



## Better than Average GTKY



When you were a kid, what was the best TV show to watch?  
Why was it your favorite?

# Start

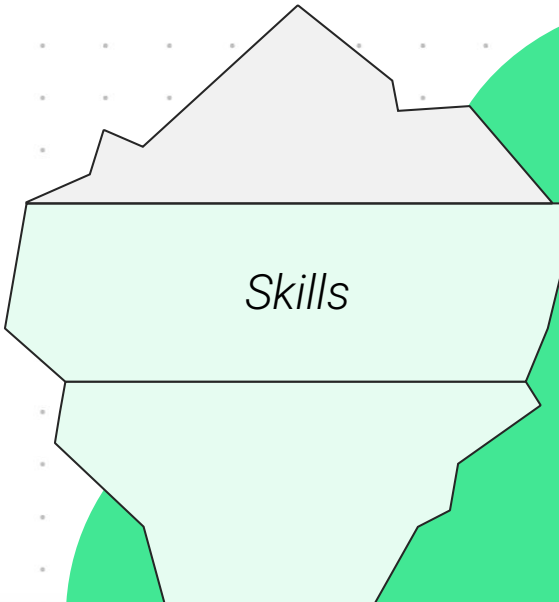
---

+1

## ***Relational Entry Task***

A white laptop is centered in the middle of the slide. Its screen displays the following text:

**Name\***  
**1-5\***  
**Why?**

A graphic in the bottom right corner consists of three stacked, irregular shapes. The top shape is light gray, the middle one is light green and contains the word 'Skills', and the bottom one is a darker green. The entire graphic has a jagged, mountain-like top edge.

Skills



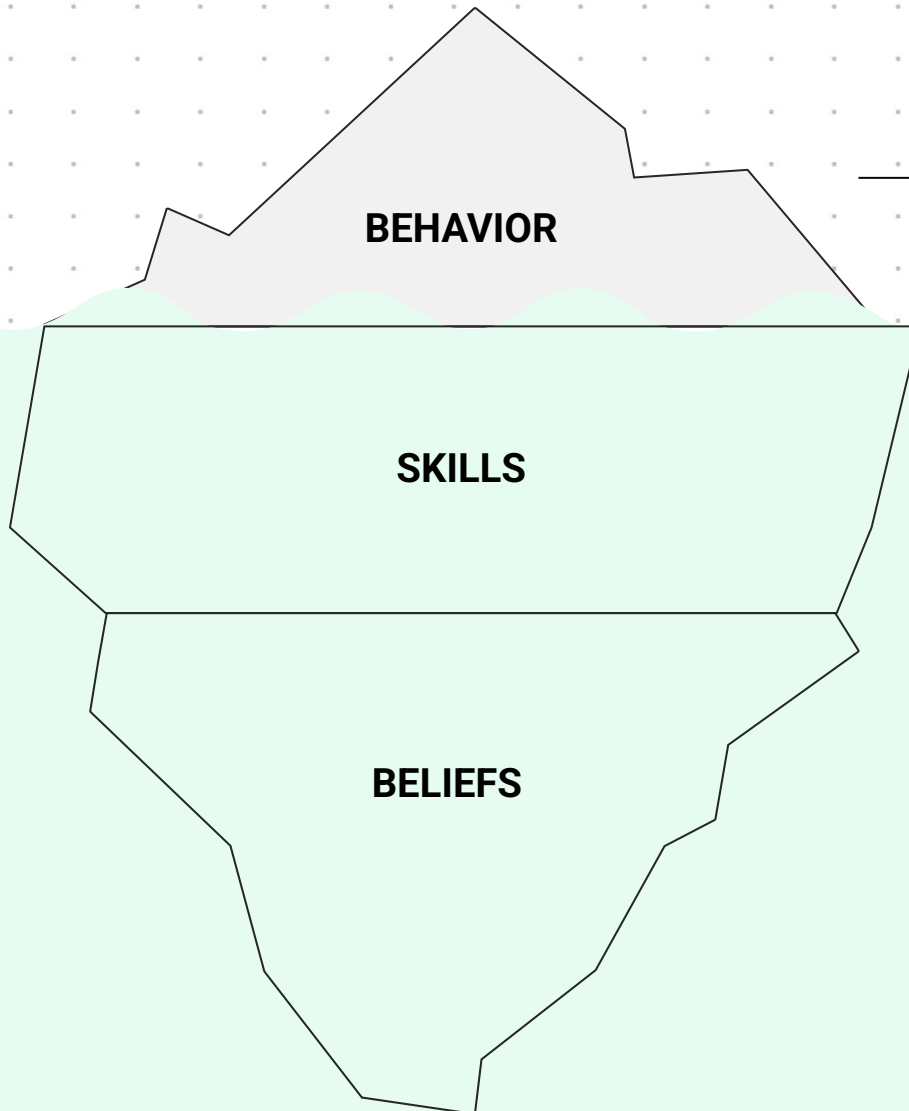
# Engage

*73 percent of Generation Z  
**sometimes or always  
feels alone.***



**S.E.R.V.E.**

# S.**E.**R.V.E.



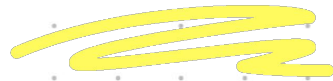
→ ***Engage:*** Consistent practices  
to engage relationally



**Engage**

**Our BELIEFS drive our**

**BEHAVIOR**



*Beliefs*

# Engage



## BELIEF:

*Connection doesn't  
happen on **accident.***

A stylized graphic of a mountain range in the bottom right corner. The mountains are depicted with light green and grey outlines. The word 'Beliefs' is written in a black, serif font within one of the mountain shapes.

Beliefs

# Engage

***Half** of lonely young people reported that **no one** in the past few weeks had taken time to ask **how they were doing.***

A stylized graphic of a mountain range is located in the bottom right corner. It consists of several overlapping, irregular shapes in shades of light green and grey. The word 'Beliefs' is written in a simple, black, sans-serif font within one of the green shapes.

Beliefs

# Engage

*Children with more social skills  
are more likely to complete a  
college degree and **be employed**  
full-time in young adulthood.*



**Engage**

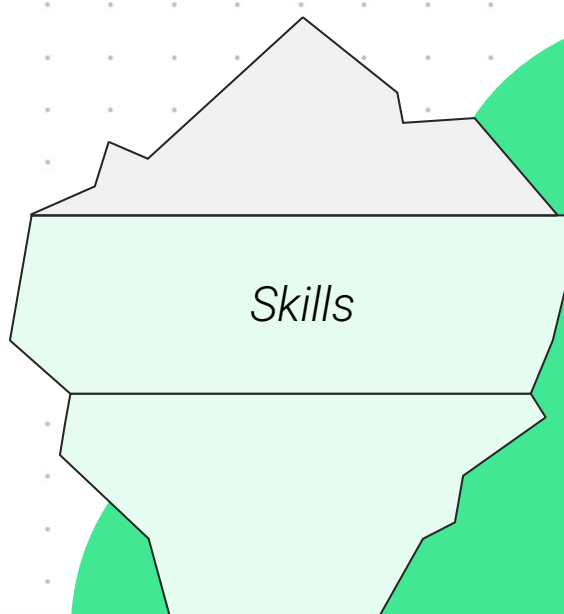
**Shuffle &  
Share**

Skills

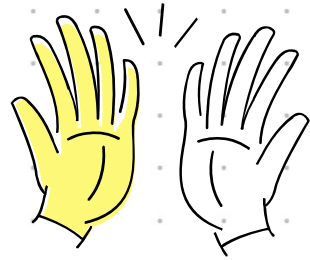
# Engage

## Shuffle & Share

**Find a partner who...**  
was born in a different  
month than you.

A graphic in the bottom right corner consisting of three stacked, irregular shapes. The top shape is light gray, the middle one is light green and contains the word 'Skills', and the bottom one is a darker green. The entire graphic is partially cut off by the right edge of the slide.

Skills



## Primary Partner

---

**Share your answer to  
this question:**

*How different are you from  
your high school self?*

Skills



# Engage

*Shuffle & Share*

*When building community,  
it should be **SAFE,**  
**SIMPLE, SPECIFIC***

A stylized graphic of a mountain range in the bottom right corner. The mountains are depicted with light green and grey tones, and the word 'Beliefs' is written in a simple, black, sans-serif font within one of the mountain shapes.

Beliefs

**Share** *Safe, Simple, Specific*

---

~~**Share 1 fun fact  
about yourself.**~~

An iceberg diagram is located in the bottom right corner. It is divided into three horizontal sections: a light gray top section, a light green middle section, and a darker green bottom section. The word 'Beliefs' is written in a black, sans-serif font within the bottom green section.

Beliefs

# Share *Safe, Simple, Specific*

## Non-Examples

- What did you do this weekend/this summer?
- What is something you're grateful for?
- What is your favorite food?

**Pick 1-2 to make more *Safe, Simple, and Specific.***



Skills

Character  
Strong

Character  
Strong

## Get-to-Know-You Games

GTKY FITB

Deck of **Destiny**

Bring It

GIFeelings

This or That?

First to **Five**

Connect the Dots

What Are **You** Doing?

## Connection

3 Rows

Picture Prompts

Deck of **Destiny**

Deep Digging

Waffles vs. Pancakes

In My Opinion

Bust a Rhyme

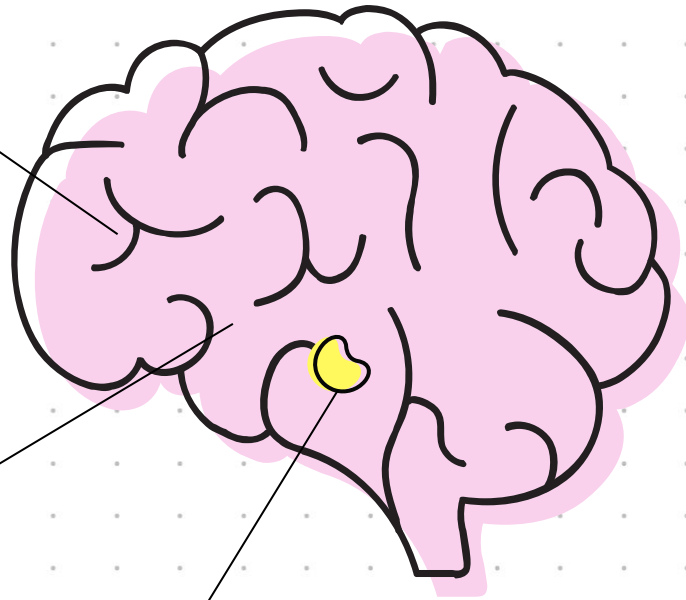
Words of the World

# Neuro Nugget

Prefrontal  
Cortex  
Think

Hippocampus  
Learn

Amygdala  
Feel



*Belonging may be just as important as **food, shelter, and physical safety** for promoting health.*

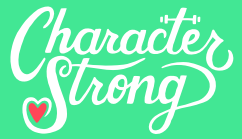
# Culture: *Behavior*

A yellow squiggle, consisting of three horizontal, wavy lines, is positioned below the word "Culture" in the title.

***“When it comes to school culture change we are first and foremost in the business of adult behavior change.”***

**– Dr. Clay Cook,  
Chief Development Officer**

In the bottom right corner, there are several overlapping circles in shades of orange, yellow, and green, adding a decorative element to the slide.



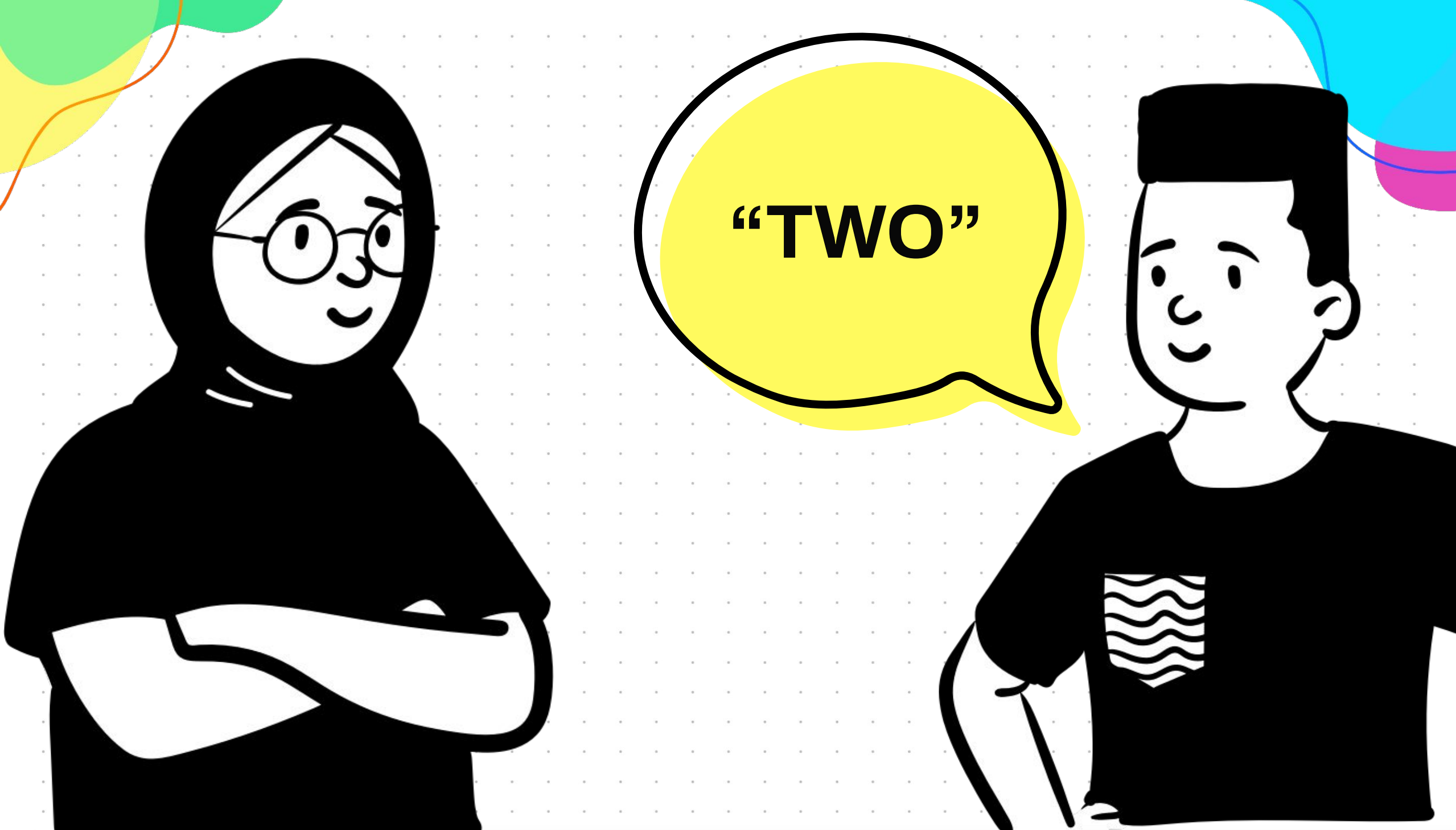
**1-2-3 (Processing)**



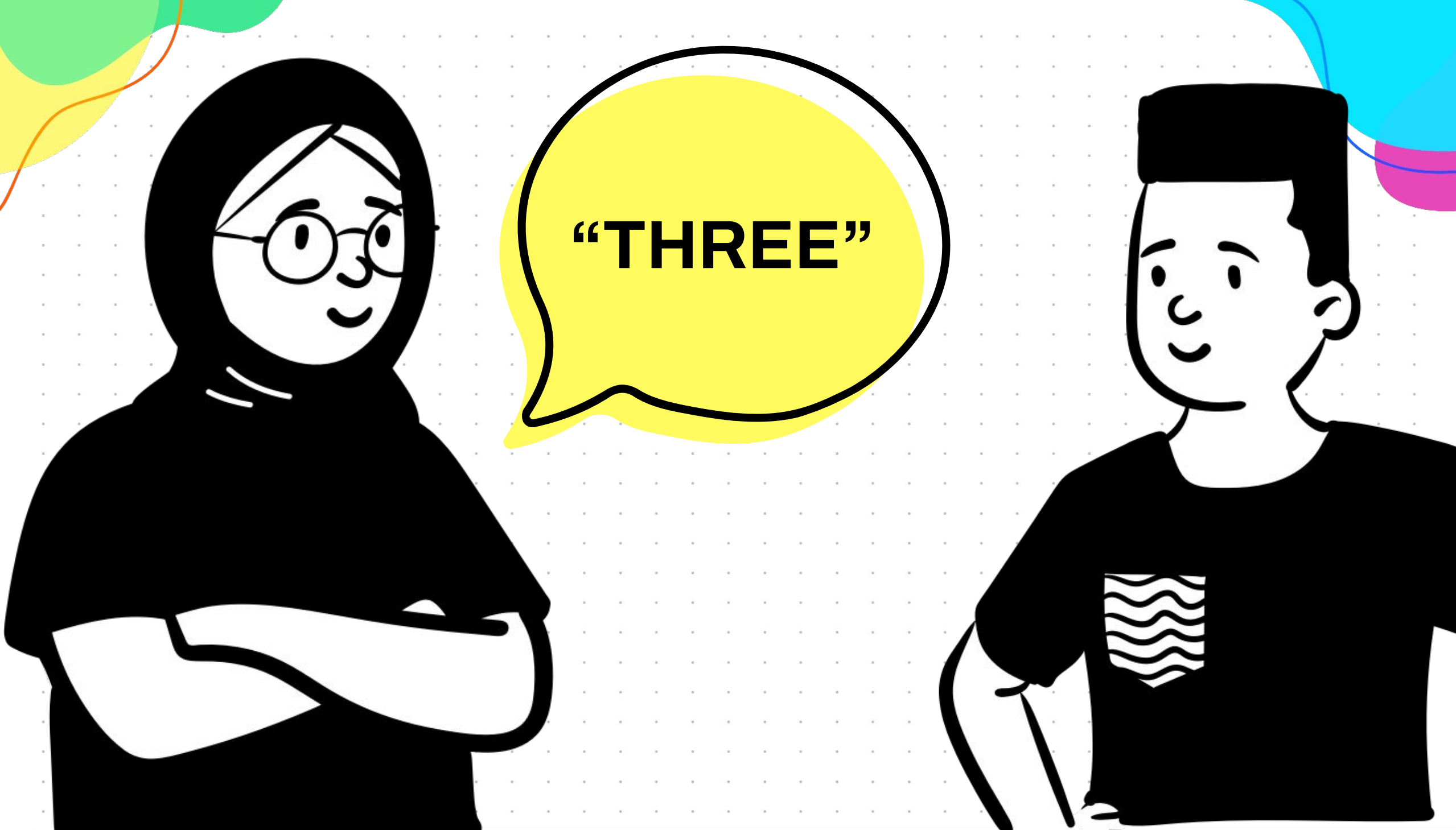
**ROUND 1**



**“ONE”**



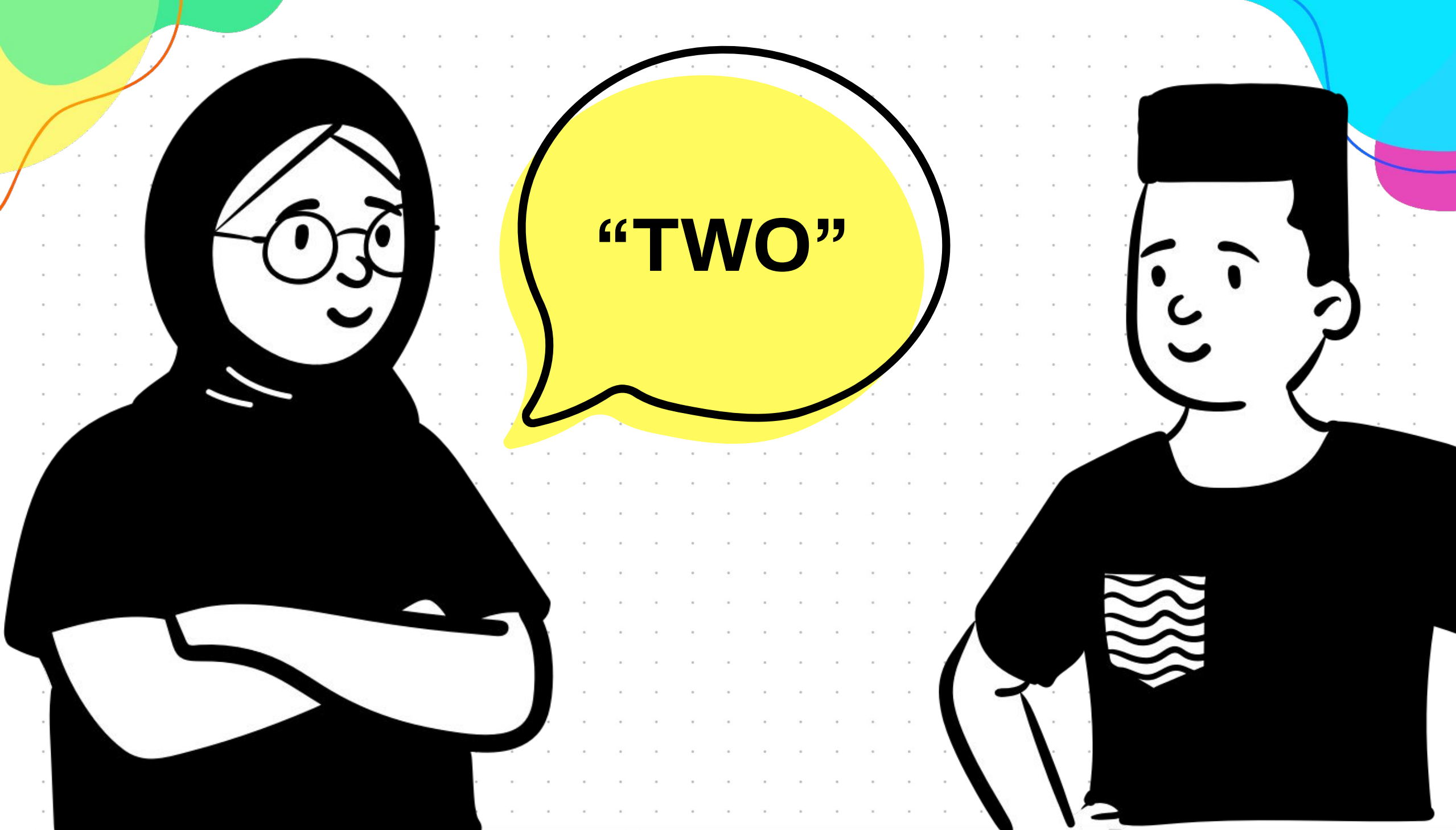
**“TWO”**



**“THREE”**



**“ONE”**



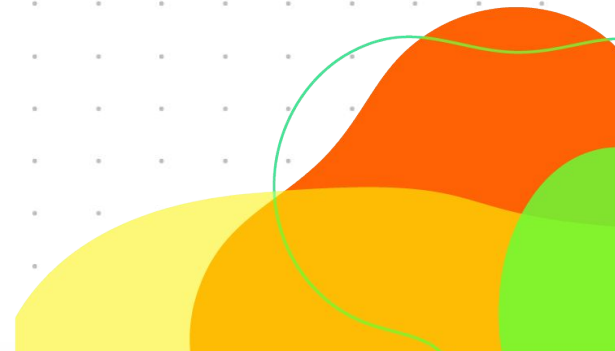
**“TWO”**



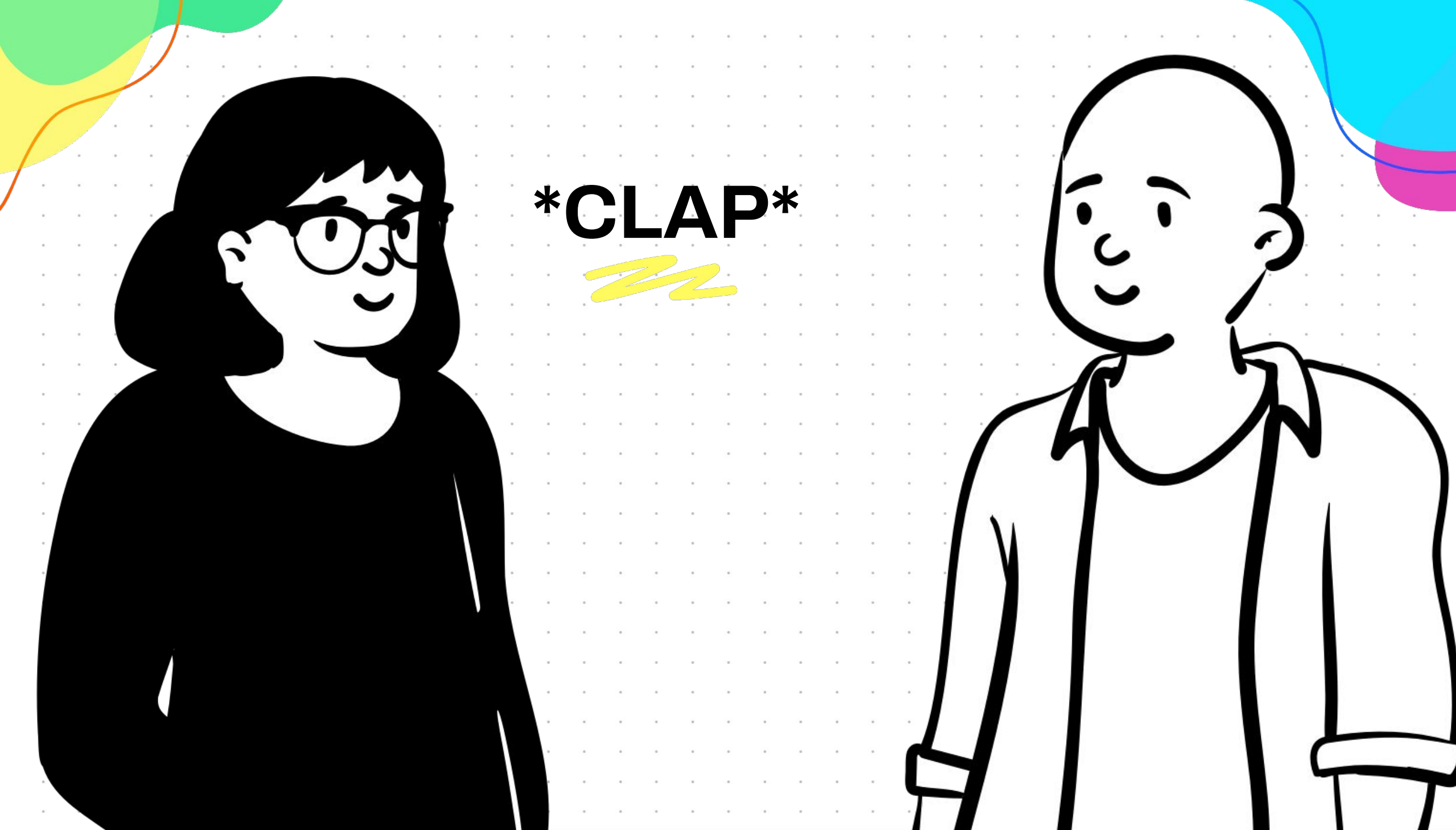
**“THREE”**



What is 1 element of  
4 at the Door + 1  
more that you want  
to improve?

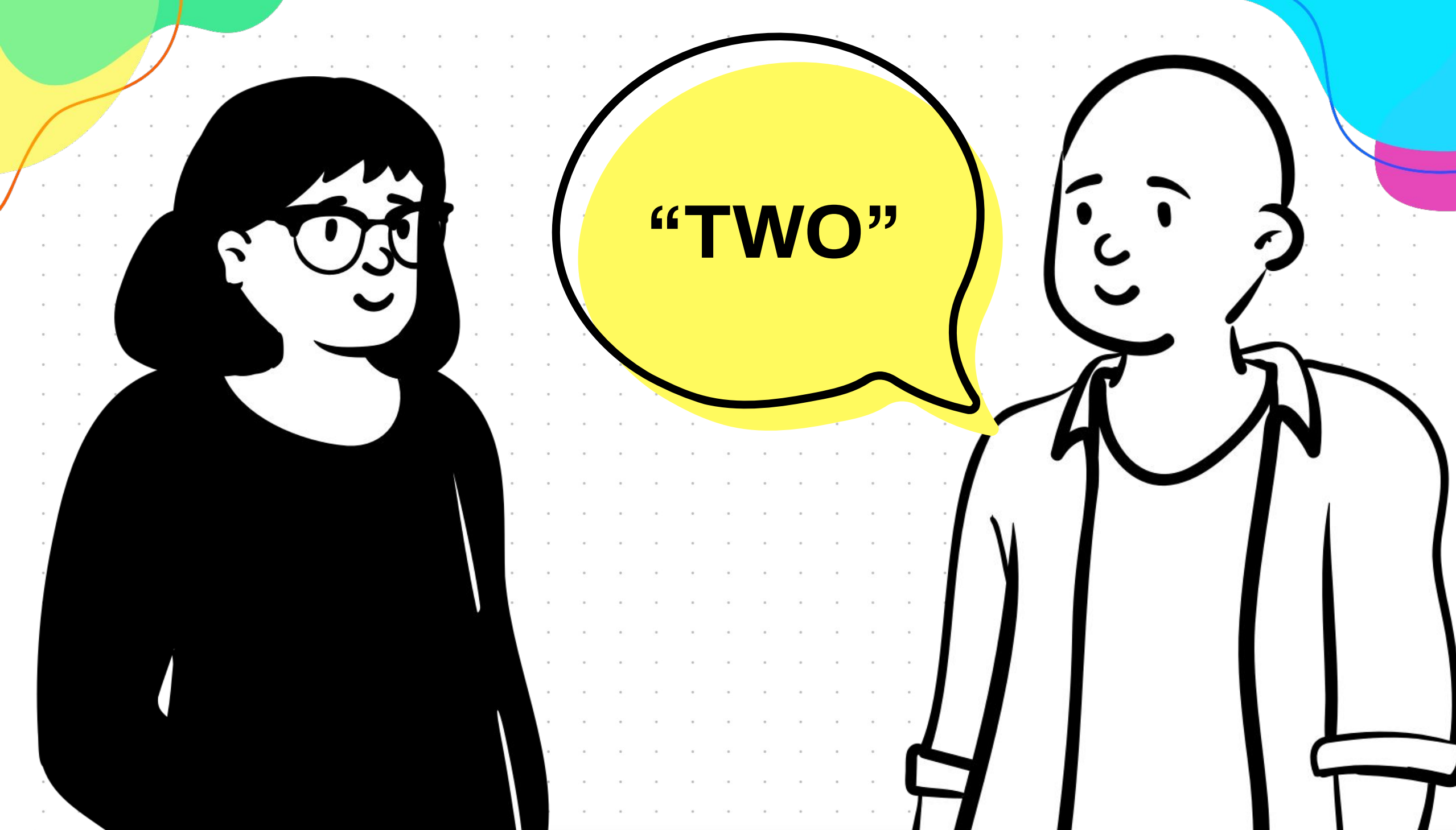


# ROUND 2



**\*CLAP\***

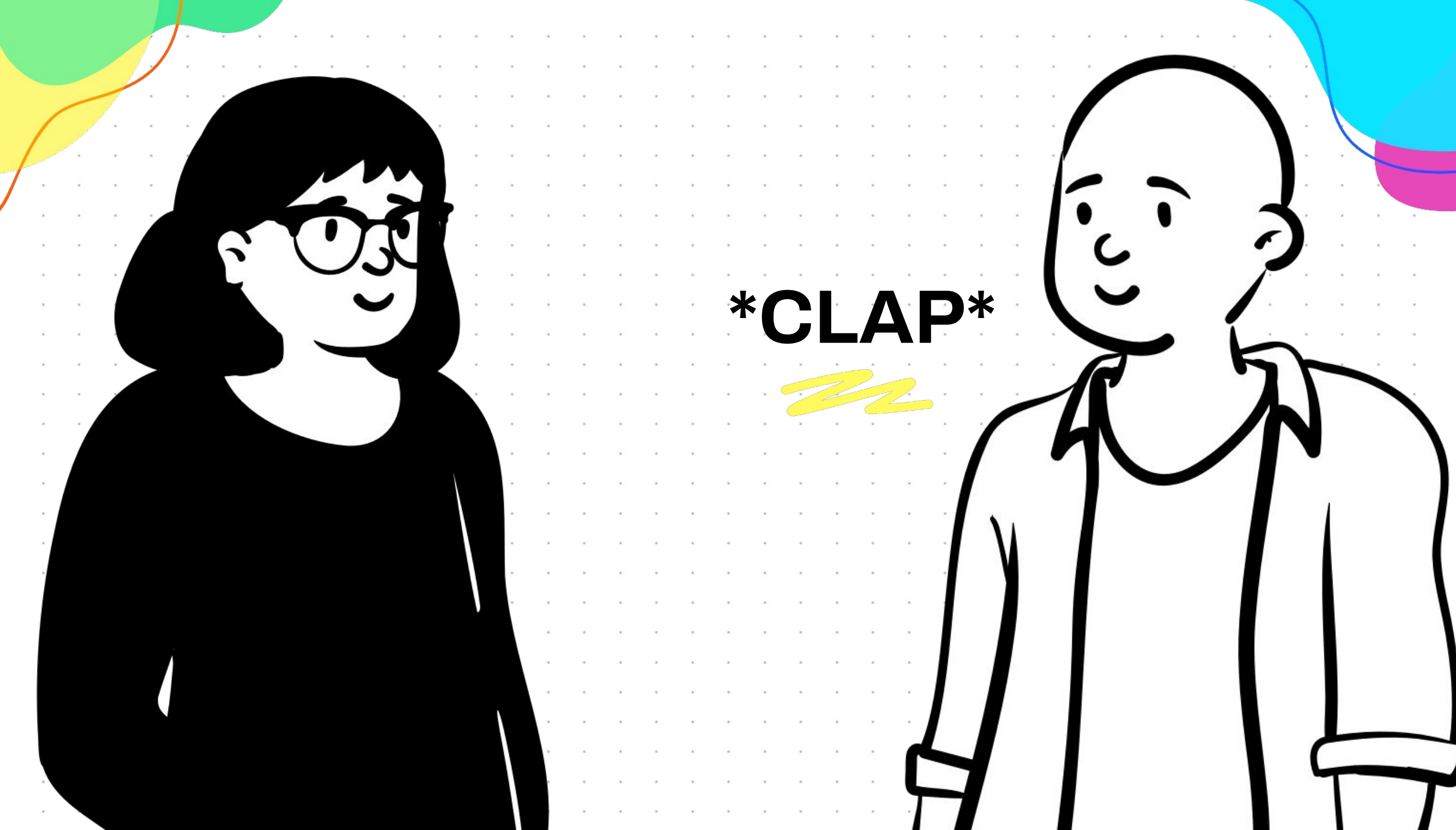




**“TWO”**

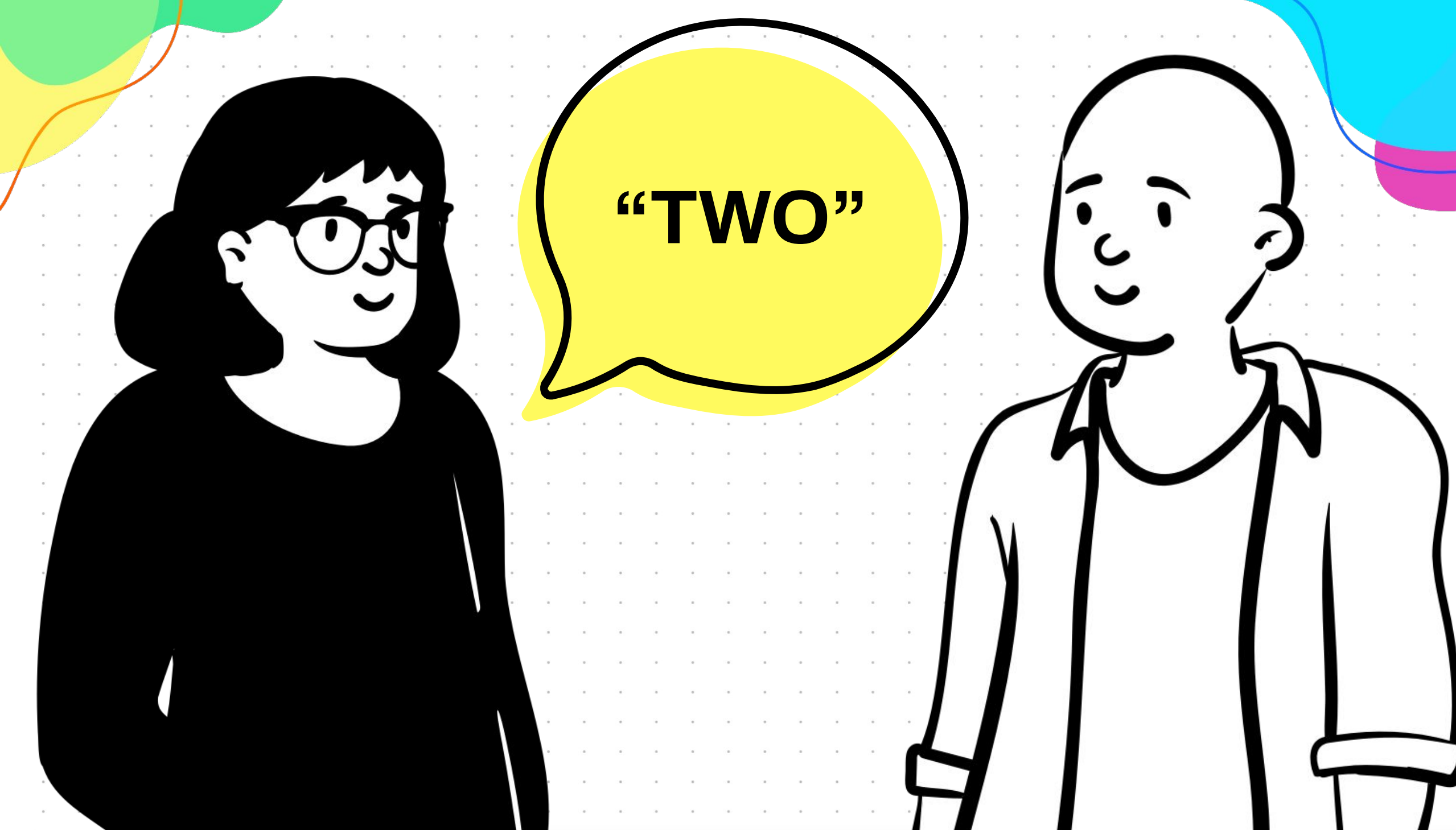


**“THREE”**



**\*CLAP\***





**“TWO”**



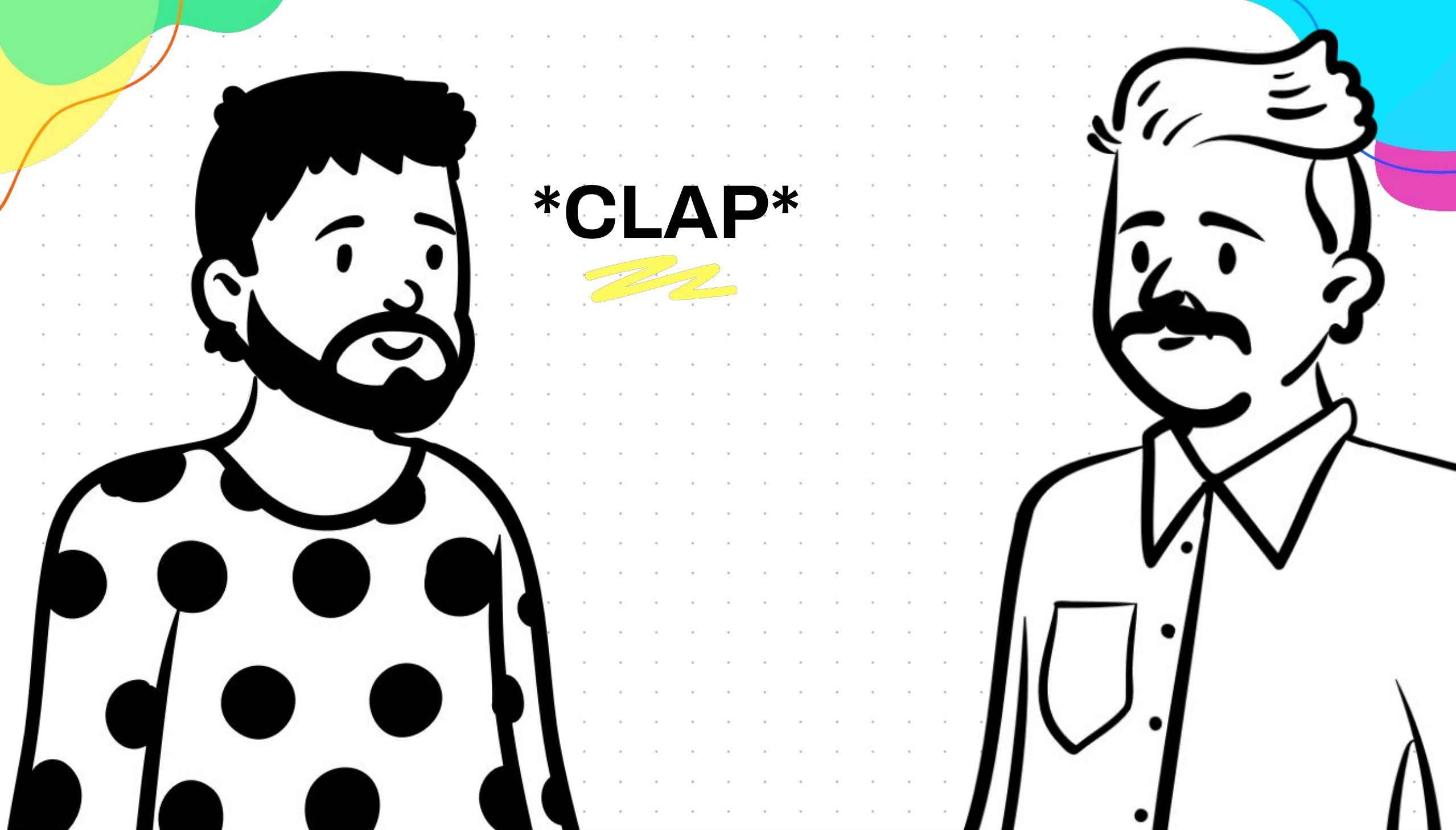
**“THREE”**



What is 1 thing from  
Shuffle & Share you  
want to remember?



# ROUND 3



**\*CLAP\***



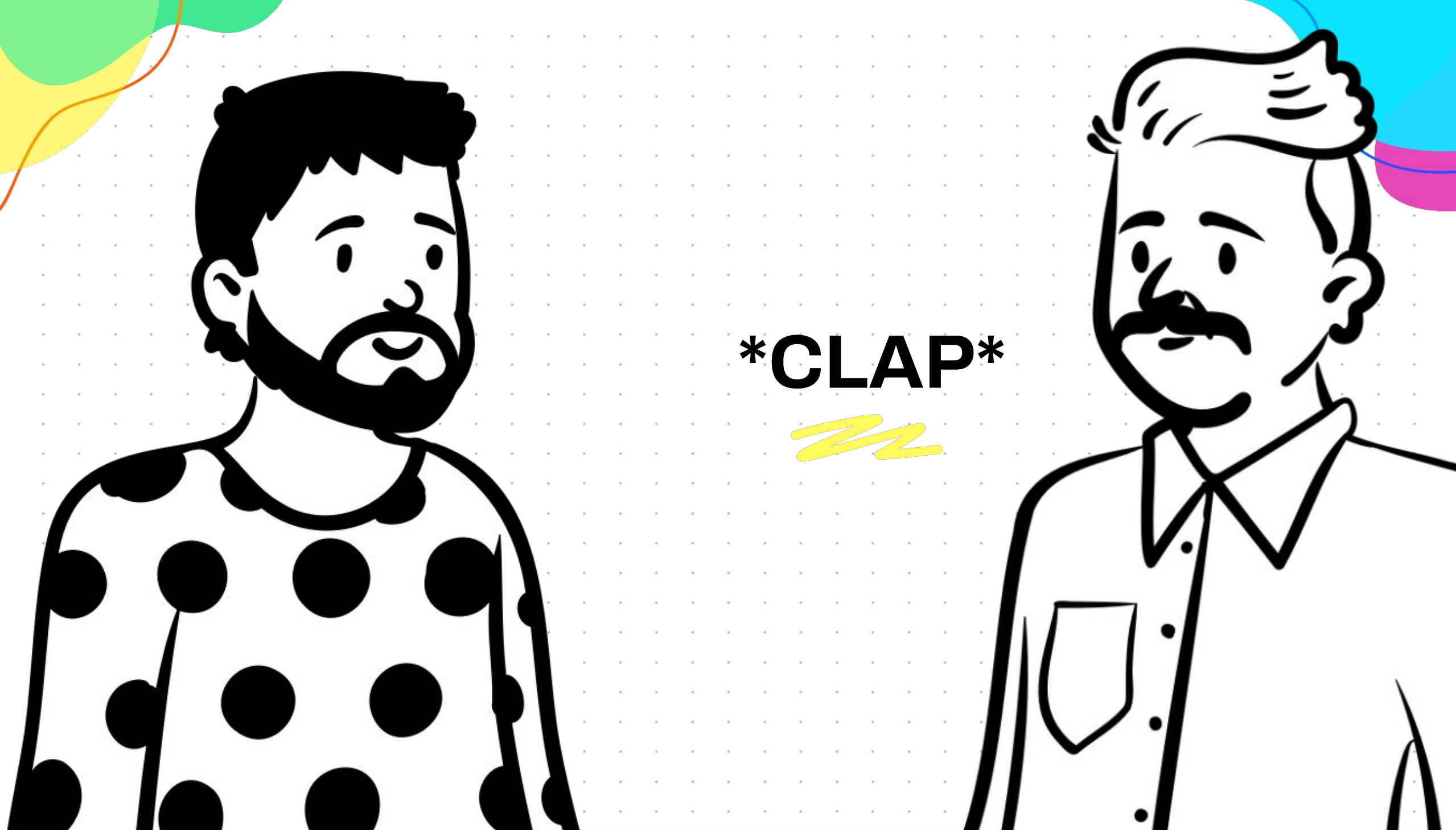


**\*CHICKEN  
WING\***



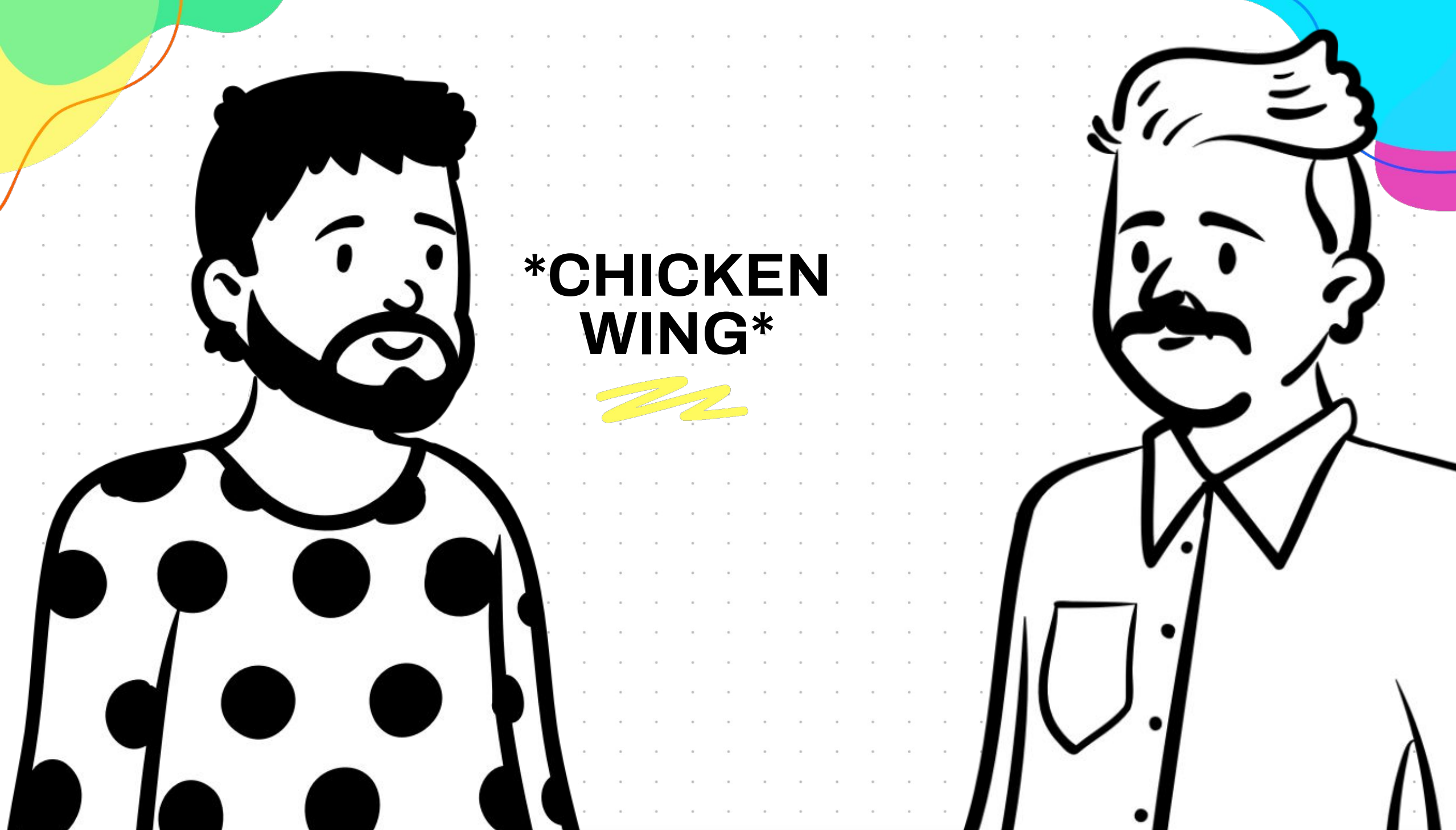


**“THREE”**



**\*CLAP\***





**\*CHICKEN  
WING\***

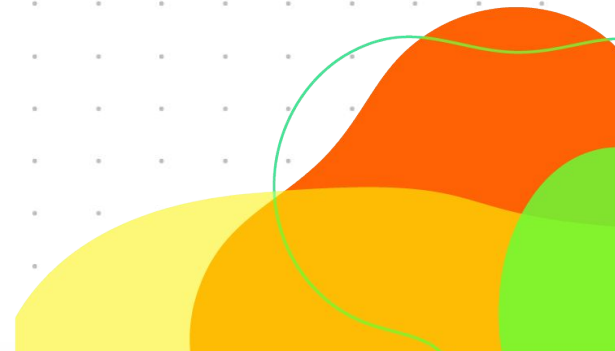
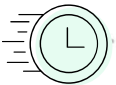




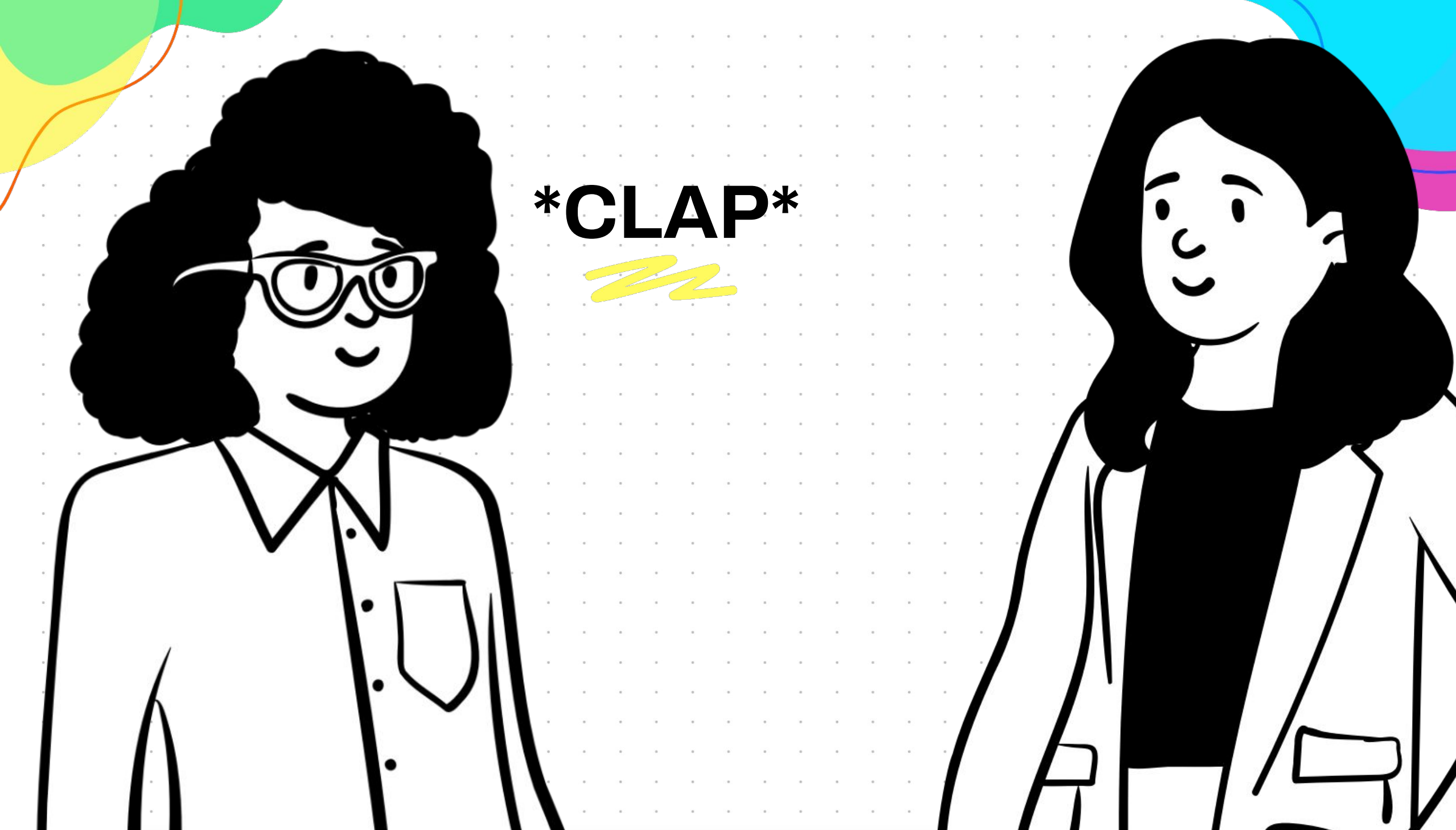
**“THREE”**



Passion alone can't  
cut it. How will you  
structure your day to  
incorporate Start  
and/or Engage?



# ROUND 4



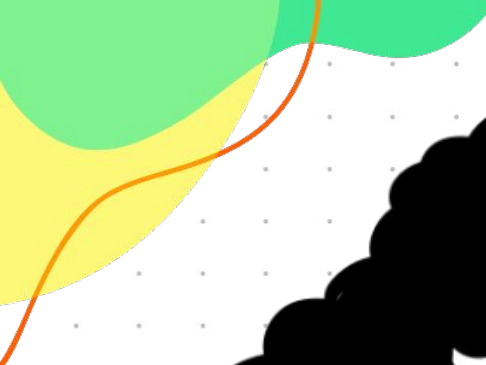
**\*CLAP\***





**\*CHICKEN  
WING\***





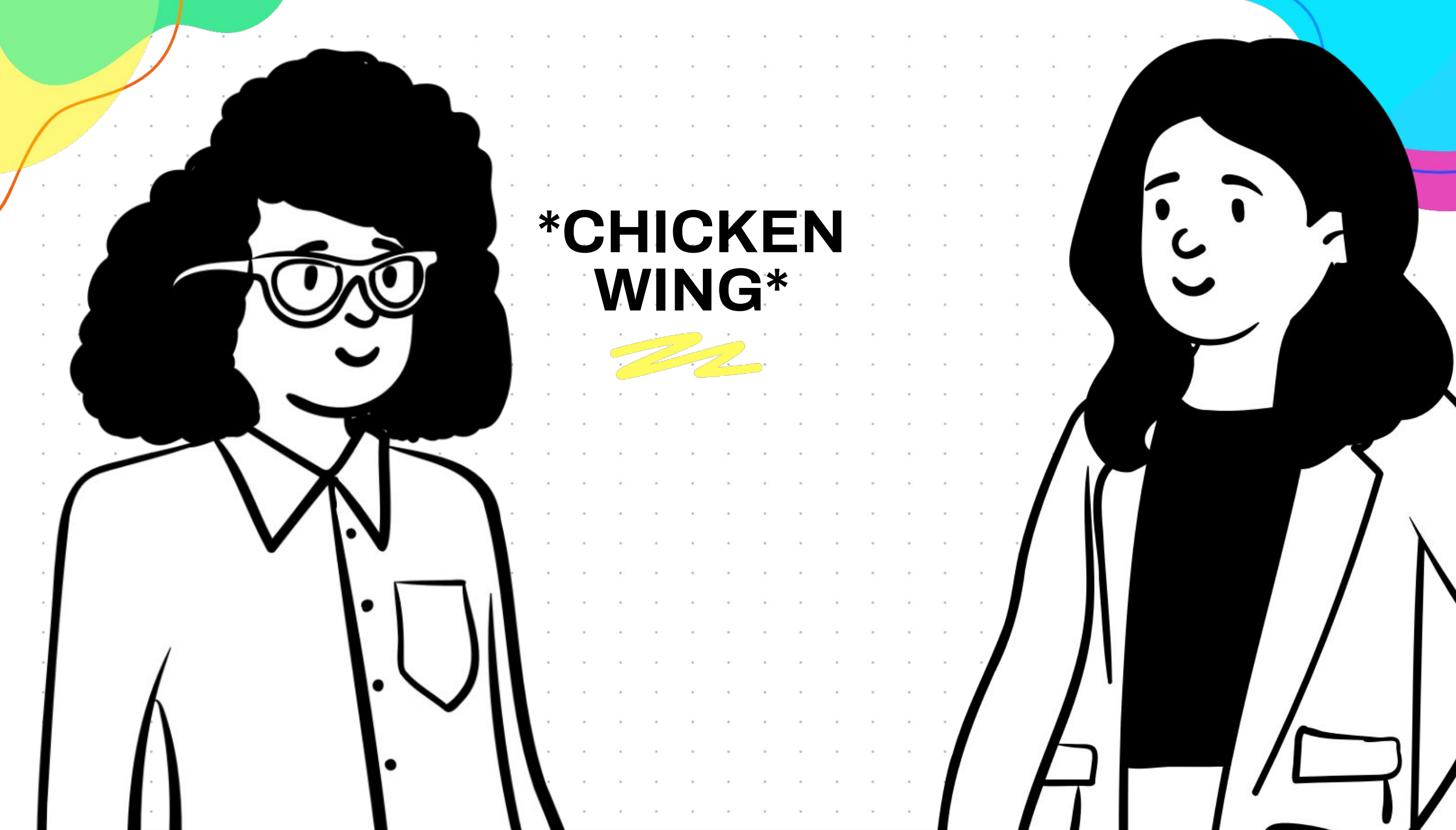
**\*HEAD  
BOB\***





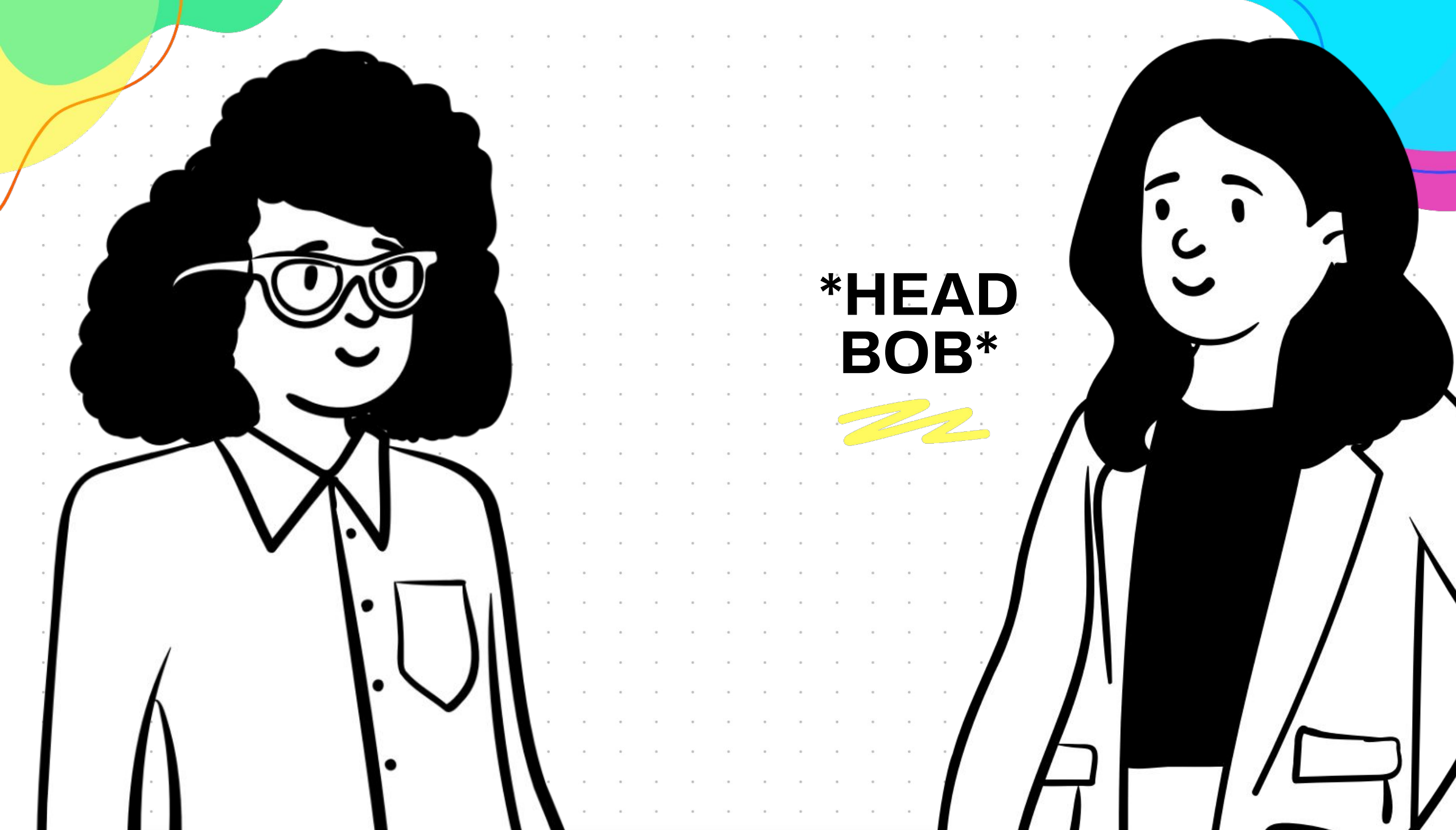
**\*CLAP\***





**\*CHICKEN  
WING\***





**\*HEAD  
BOB\***



# Culture: *Behavior*

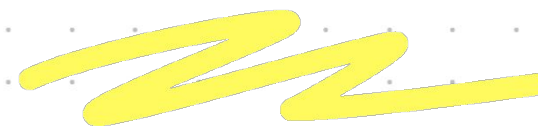
A yellow squiggle, consisting of three parallel, wavy lines, is positioned below the word "Culture" in the title.



**S.E.R.V.E.**



# 60 Second Feedback





@characterstrong



# Professional Learning



- Stress, Coping, and Resilience
- Mental Health
- Behavioral Science
- Student Sense of Belonging
- Responding With Empathy
- Multi-Tiered Systems of Support
- Science of Implementation
- And more!

**Scan to  
Learn More:**



# Character Strong

## Brain and Behavior Training



### When and Where?

## Creating a Culture of Academic Engagement and Effective Classroom Management

A 1-day training on our research-backed instructional framework to equip educators with easy-to-use tools that impact student behavior and school culture.

