



Leading Intentionally: Using the Power of Moments to Strengthen School Culture

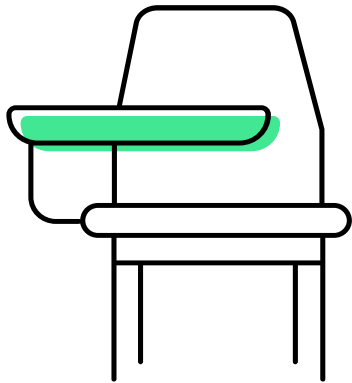
[@characterstrong](#)

Entry Task Instructions

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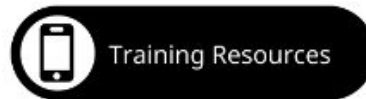
STEP 1:

Find a seat that feels right for you.



STEP 2:

Scan the Resource QR code.



STEP 3:

Introduce yourself to a neighbor and share 1 thing you're celebrating in the next year.






Lindsay Norlin

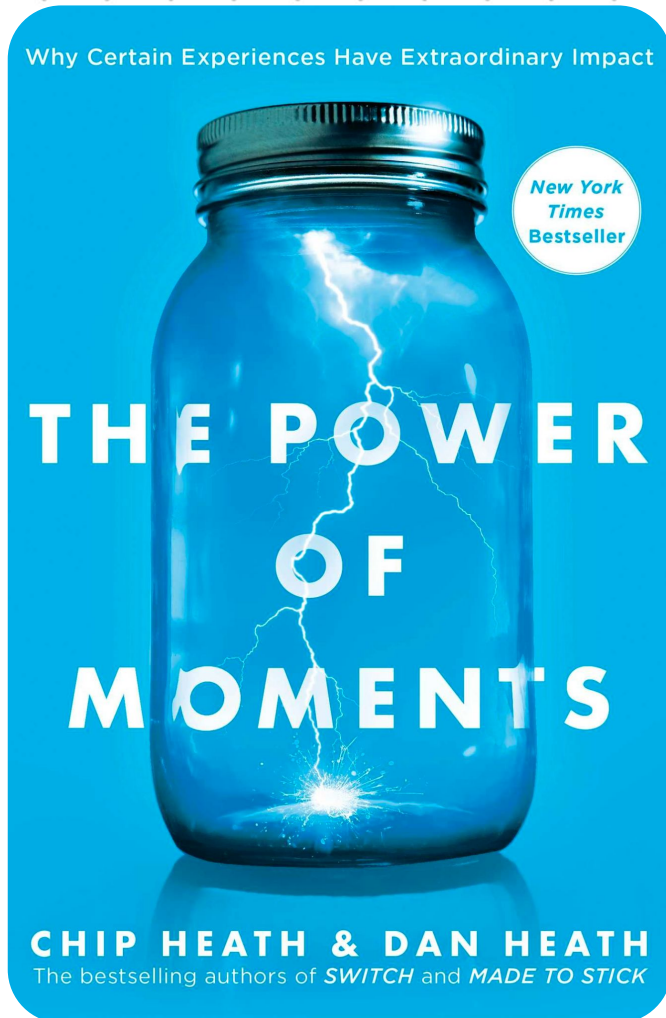
 Co-Founder // VP of Marketing



Tianna Goldberg

 Senior Marketing Manager/POM Leader

Chip & Dan Heath




**“Great experiences hinge
on peak moments.”**



Turn & Talk

What is your favorite moment
in your own K-12 experience?
What made it memorable?

A yellow squiggly line is located at the bottom left of the gray text box, resembling a stylized signature or a decorative flourish.

Goal for Today



Take 1 example or concept



Make 1 thing you already do better




Become a moment spotter




**“It’s the little things we
do that make the
biggest difference.”**

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A large, stylized yellow quotation mark is positioned to the left of the text, with a thin yellow line extending from its top curve towards the top left corner of the slide.

Psychologists know that our memories of our experiences are not really fair. We don't just take an average of our moment by moment sensations when we reflect on our experiences. Rather we remember snippets, scenes, moments. And in particular there are two moments that we disproportionately remember. **The peak** of the experience, which is either the **best** or the **worst** moment, the **starts** and the **ending**.”

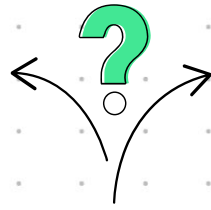
A large, stylized yellow quotation mark is positioned to the right of the text, with a thin yellow line extending from its bottom curve towards the bottom right corner of the slide.

—Dan Heath

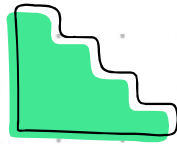
Thinking in Moments...
be a moment spotter!

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Spotting Moments



Transitions



Pits and Peaks



Milestones



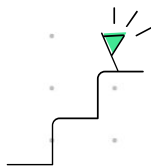
**Why do we need to
get moments right?**

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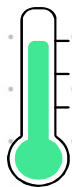
Getting Moments Right



Drives Culture



Creates Peaks



Consistent Climate





BRICKS TOMORROW

1 Systems > Goals

2 Pits & Peaks

3 Why Moments Matter

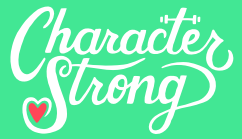


1 Systems > Goals

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Inputs





Staff Surveys

Character Strong

1 → Hello, what's your name?

Lindsay

OK

press Enter ↵



Get to Know You - POM Survey

* Indicates required question

First and Last Name *

Your answer

Shipping Address *

Your answer

T-Shirt Size *

- ☐ X-Small
- ☐ Small
- ☐ Medium

The Right Questions

- Meaningful
 - *Love languages*
 - *Words of Affirmation, Physical Touch, Acts of Service and Gifts*
- Insightful
 - *“What is something you’re looking forward to this year?”*
 - *When something great happens, who is the first person you call? Why?*

Build a Team

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POM Team

- Goal = All Depts
- Volunteer
- Start Small
- Rotate in/out

POM Meetings

- Once a month
- 30 minutes
- Goal = 5 to 7 people per month
- Small monthly budget (at most \$30/mo)
- Roster of who has/hasn't received a POM


Identify **KEY** Moments





Turn & Talk

What are some key peak
“moments” throughout a
school year for your students?
Academic and/or
non-academic

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Big Moments - Student

- First & last days of school
- Birthdays
- Lose their first tooth
- When a student gets their driver's license
- Register to vote
- Loss of a loved one or pet

Big Moments - Staff

- First & last days of school
- Changing Grade Levels // Classrooms
- Birth of a child
- Get a degree
- First time Dept Lead

First Day of a New Job

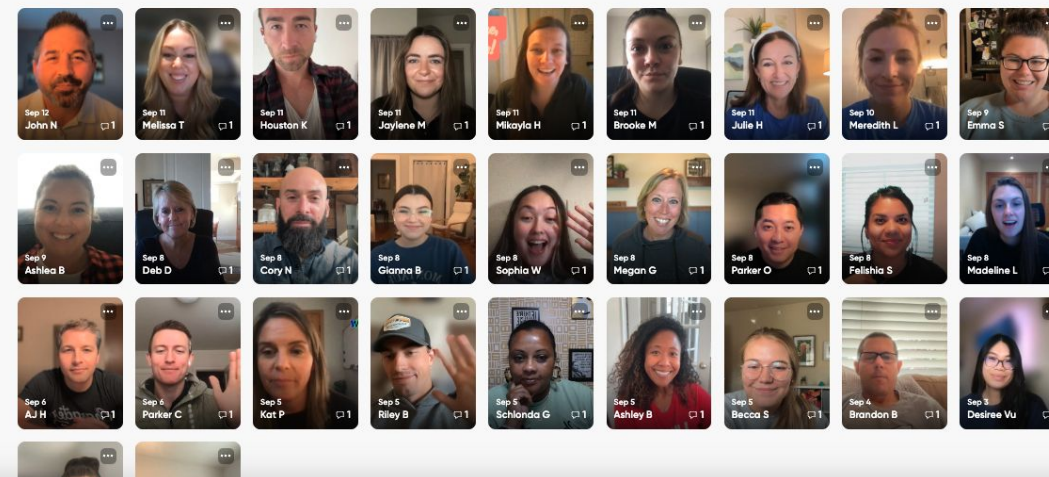


Welcome Alisha!

Melissa T 29 91 27 3.2 hours of discussion

Welcome Alisha to the CharacterStrong Team! Let her know:
 1. Your name & title, a quick description of your role/department
 2. One quick, fun fact about yourself
 3. Why you enjoy being a part of the CS team or a CS Memory

29 Responses



Inducting New Staff



First Day as a New Student

- New Student Ambassador
- Lunch Buddy
- Key person in each class
- 3 “Must Knows” for now

Mundane Moments

- New seating chart
- Taking attendance
- When a guest walks into your classroom
- Guest educator walking into your building


Walking onto Campus



Walking onto “CS” Campus



Make it a Priority

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Time

- Once a month meeting (30 min)
- Key events to prioritize a few minutes
- Key people who can support when life happens



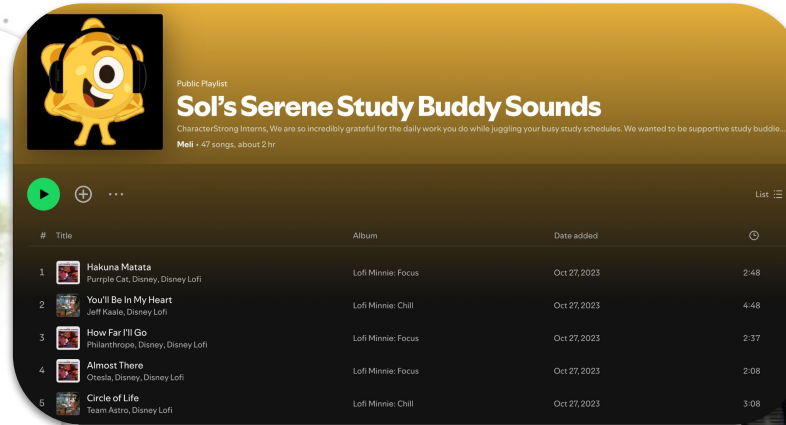
Tia Goldberg 10:51 AM

Hey @channel I've scheduled Q3 Power of Moments meetings. *These are slated for 30 minute meetings on [this Zoom link](#).* Please let me know if you didn't receive a calendar invite or if you don't have the bandwidth to attend this quarter! Again, I try my best to switch up the days of the week and times to accommodate varying schedules.

- July 🌞 🇺🇸 - Thursday, July 17th @ 12 pm PST/2 pm CST
- August 🍉 🌻 - Wednesday, August 13th @ 10 am PST/12 pm CST
- September 🏈 🍁 - Tuesday, September 16th @ 9 am PST/11 am CST
- October 🍂 🍵 - Friday, October 17th @ 12 pm PST/2 pm CST



POM's in Action



bucket list WASHINGTON

- ☐ Point Defiance Zoo & Aquarium (Tacoma, WA) – Enjoy animal exhibits and the kids' play area.
- ☐ Wild Waves Theme & Water Park (Federal Way, WA) – Have fun in the kiddie pool and on gentle rides.
- ☐ Washington State Fair (Puyallup, WA) – Visit during the fair for kids' rides, petting zoos, and tasty treats.
- ☐ Northwest Trek Wildlife Park (Eatonville, WA) – Take a tram tour to see animals in natural habitats.
- ☐ Kelsey Creek Farm (Bellevue, WA) – Meet farm animals and enjoy the playground.
- ☐ Seattle Aquarium (Seattle, WA) – Explore marine life exhibits and interactive displays.
- ☐ Point Defiance Park (Tacoma, WA) – Visit the playgrounds, beaches, and picnic areas.
- ☐ Hands On Children's Museum (Olympia, WA) – Engage in interactive exhibits and activities.
- ☐ Daffodil Valley Sports Complex (Sumner, WA) – Play at the playground and enjoy open fields.
- ☐ Lake Tapps (Bonney Lake, WA) – Have a beach day with swimming and sandcastle building.
- ☐ Museum of Flight (Seattle, WA) – Explore airplanes and space exhibits with interactive elements.
- ☐ Sprinker Recreation Center (Spanaway, WA) – Enjoy the spray park and playground.
- ☐ Titlow Park (Tacoma, WA) – Visit the beach, playground, and nature trails.
- ☐ Point Ruston (Tacoma, WA) – Walk along the waterfront, play at the spray park, and enjoy ice cream.
- ☐ Wapato Park (Tacoma, WA) – Explore the playground, trails, and picnic spots.
- ☐ Seattle Children's Museum (Seattle, WA) – Participate in hands-on exhibits and imaginative play.
- ☐ Mary Olson Farm (Auburn, WA) – Learn about farm life and meet animals.



2

Pits & Peaks



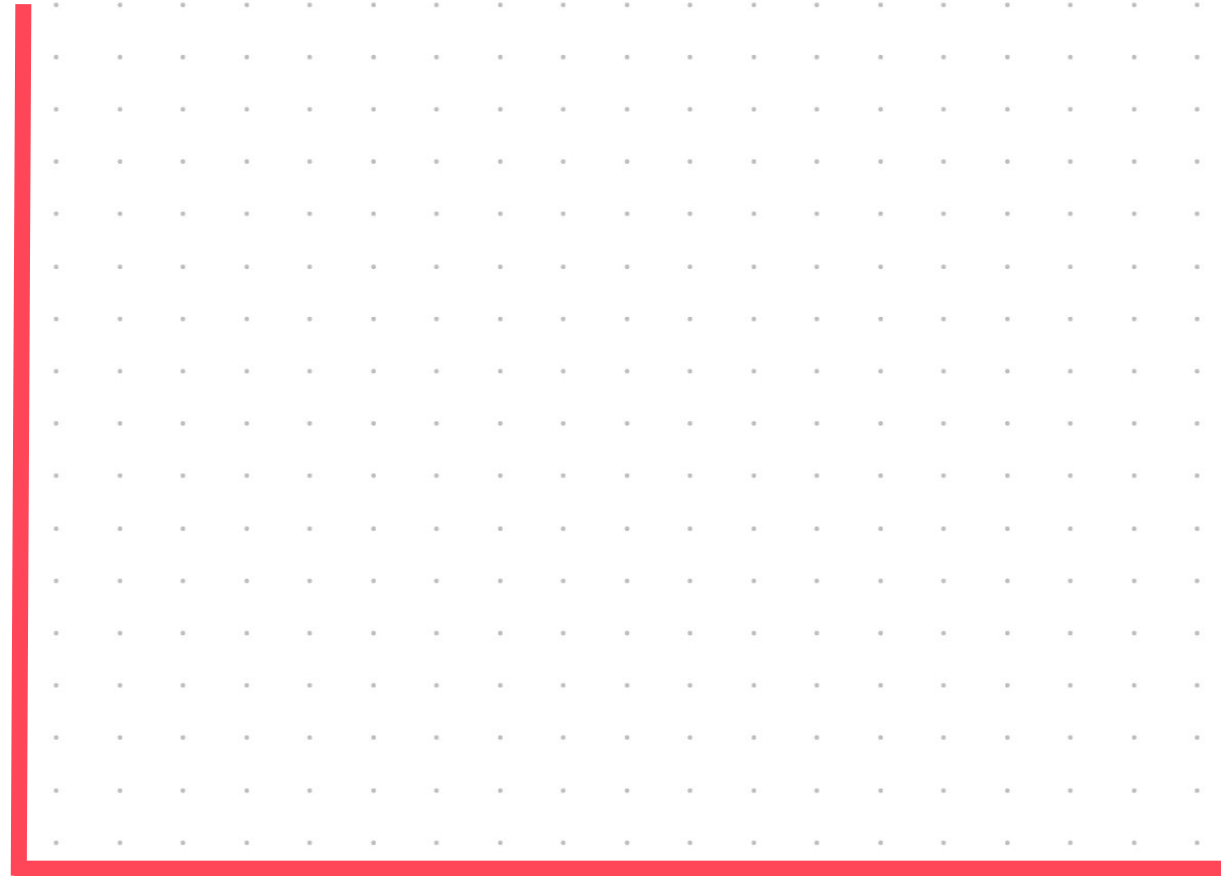


Identifying Pits & Peaks

SATISFACTION

Aug Sept Oct Nov Dec Jan Feb Mar April May June

MONTHS OF SCHOOL YEAR





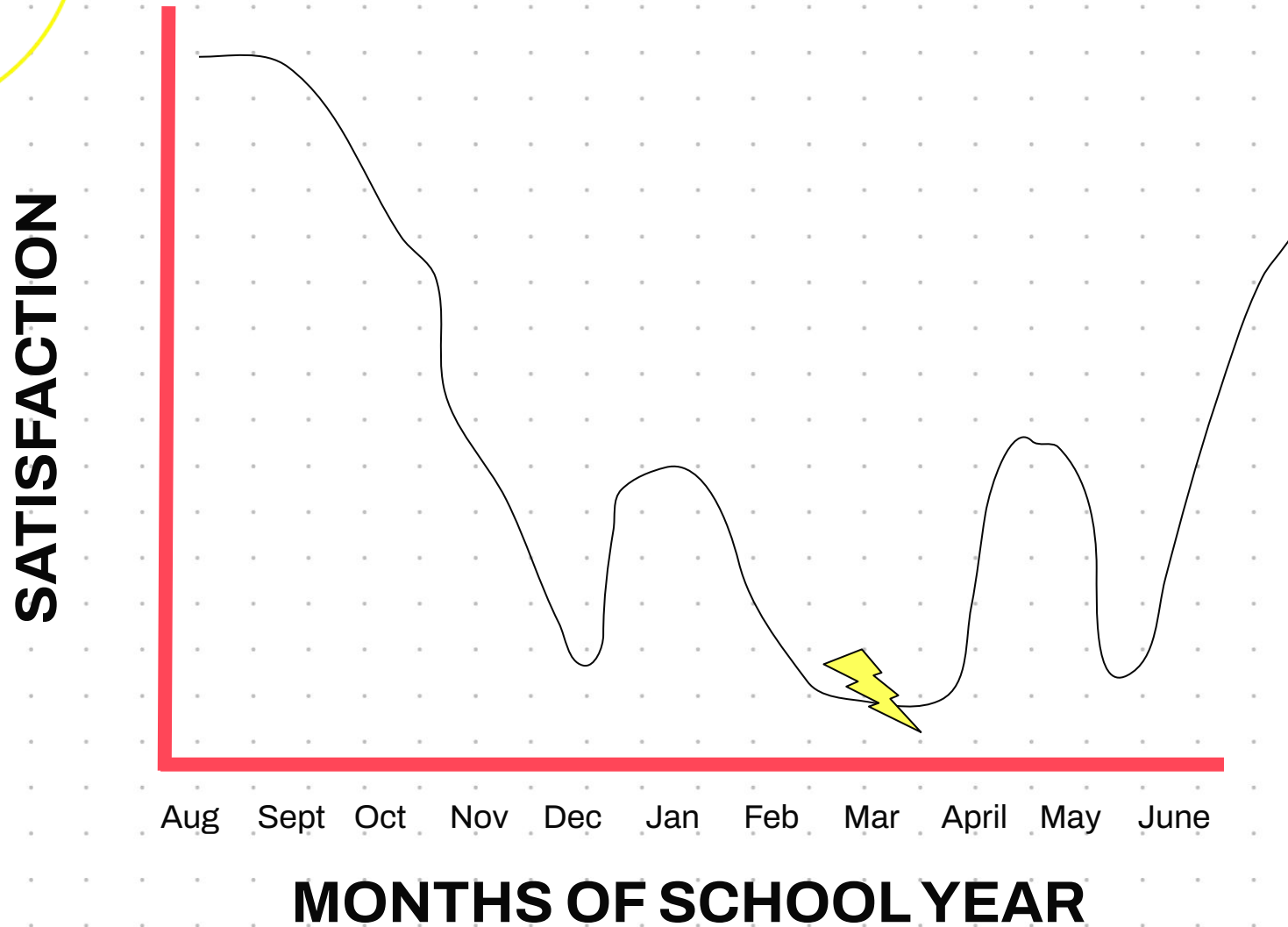
Turn & Talk

Where are the peaks and pits represented in your chart?

How could you fill a pit or elevate a peak?



Identifying Pits & Peaks



Identifying Pits & Peaks

- What are the low points (pits) that we can try to fill?
- What are the high points (peaks) we can elevate even more?

Identifying Pits & Peaks


Character Strong
50 Power of Moments Ideas

Honoring an Individual Staff or Student

- Flipgrid videos for an individual or a Kudoboard
- Write haikus for birthdays
- Royalty for the day - Get their car door when they arrive, roll out a red carpet, trumpet players
- Create a playlist people contribute to with songs that remind them of the person
- Kahoot about a person celebrating them
- Sit in the Teacher's Chair (Principal's Chair if staff) for the day
- Positive Phone calls home
- Slide deck with positive words about the person
- Build a "Gratitude Tunnel" where students high-five and thank staff.
- The Hot Seat
- Hold a "Legacy Lunch" where alumni visit and share their stories.
- Have students plan and host a surprise celebration for custodians or cafeteria staff.
- Invite students to surprise a teacher with a flash appreciation mob.

Honoring or Celebrating a Group

- A celebration tunnel in the hallway - invite the band or play music, cheerleaders, older students, make signs
- Autograph Station
- Turn a routine classroom achievement into a red carpet event.
- Create a "Humans of Our School" wall inspired by Humans of New York.

2025 NATIONAL CONFERENCE

TOMORROW

Scan the Resource
QR code



Training Resources

3

Why Moments Matter

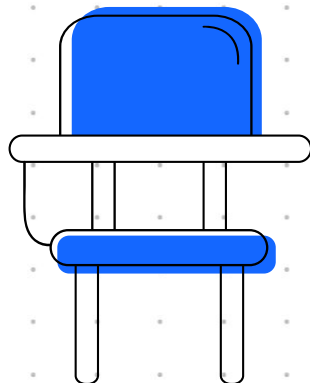


It's all about **RELATIONSHIPS**

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School Culture

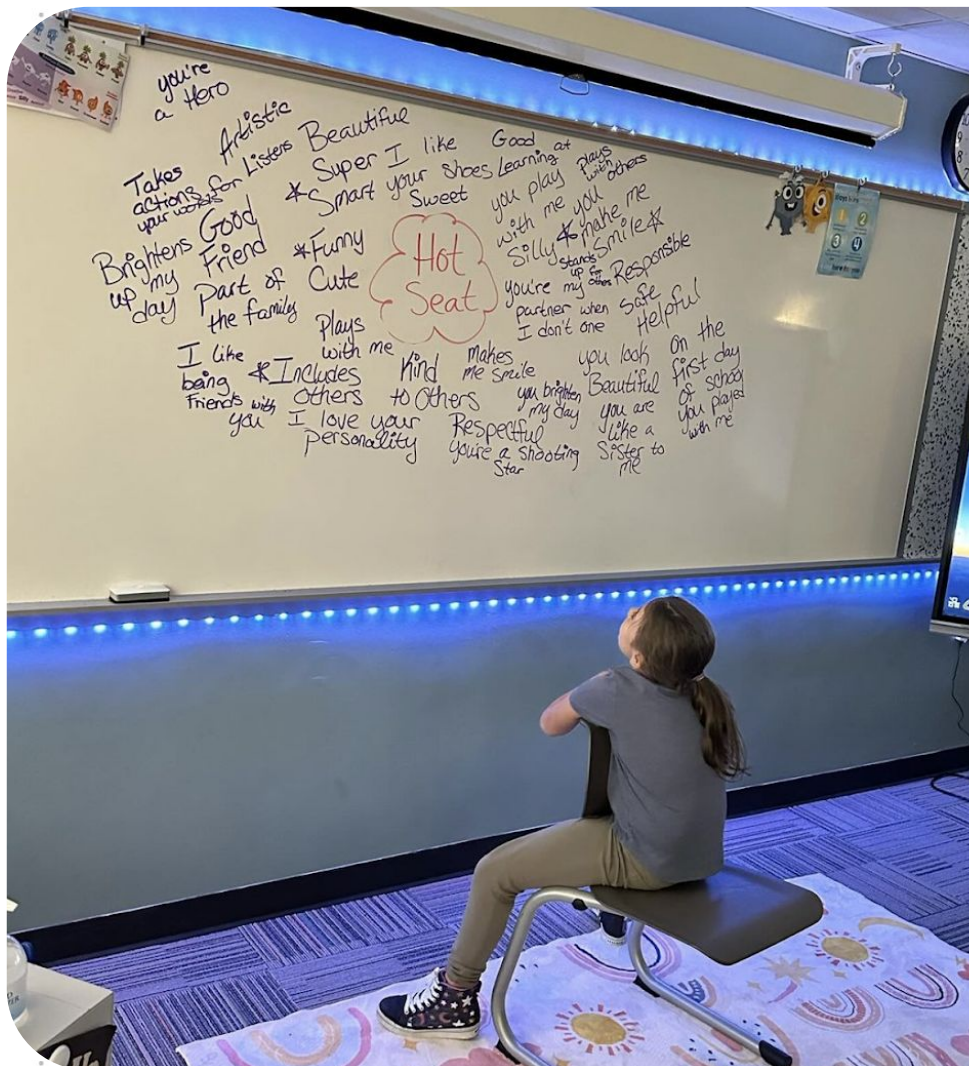
- **Insightful Interactions:** Craft moments that require deeper, meaningful conversations to strengthen bonds.
- **Moments of Shared Meaning:** Build experiences that emphasize a shared purpose or common values.
- **Acts of Genuine Appreciation:** Recognize and celebrate individual contributions within a relationship to enhance trust and cooperation.



The Hot Seat



WHY Moments Matter



mckenzjohnson87 • Follow



mckenzjohnson87 ~The power of words~

This year I have incorporated the Hot Seat. Once a week a student from each class sits in the seat and their classmates celebrate what they like about that student. While students are sharing I write those celebrations and compliments on the board. The student in the hot seat can't turn around and look at the board until the end. We then talk about the impact of words and how important our words to ourselves and others are.

The reactions of students reading the messages on the board is priceless. Today this girl couldn't stop reading her hot seat board and had the biggest smile on her face. She wanted me to show dad the picture after school. She was so proud.

My job can be overwhelming and hard and frustrating at times but this makes the hardest days worth it. 💙

#characterstrong #purposefullpeople



Liked by characterstrong and 28 others

OCTOBER 16

Dice of Destiny



What's one thing you're going to start doing because of what you learned today? Why?



What's something you learned today that made you think "I wish I'd known this five years ago"? Why?



Which concept from today's session would you put on a billboard for all educators to see? Why?



What's one thing you're going to stop doing because of what you learned today? Why?



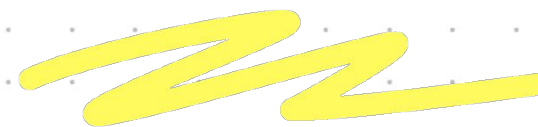
Connect something you learned from this session to a challenge you're facing. How might this content help you navigate this challenge?

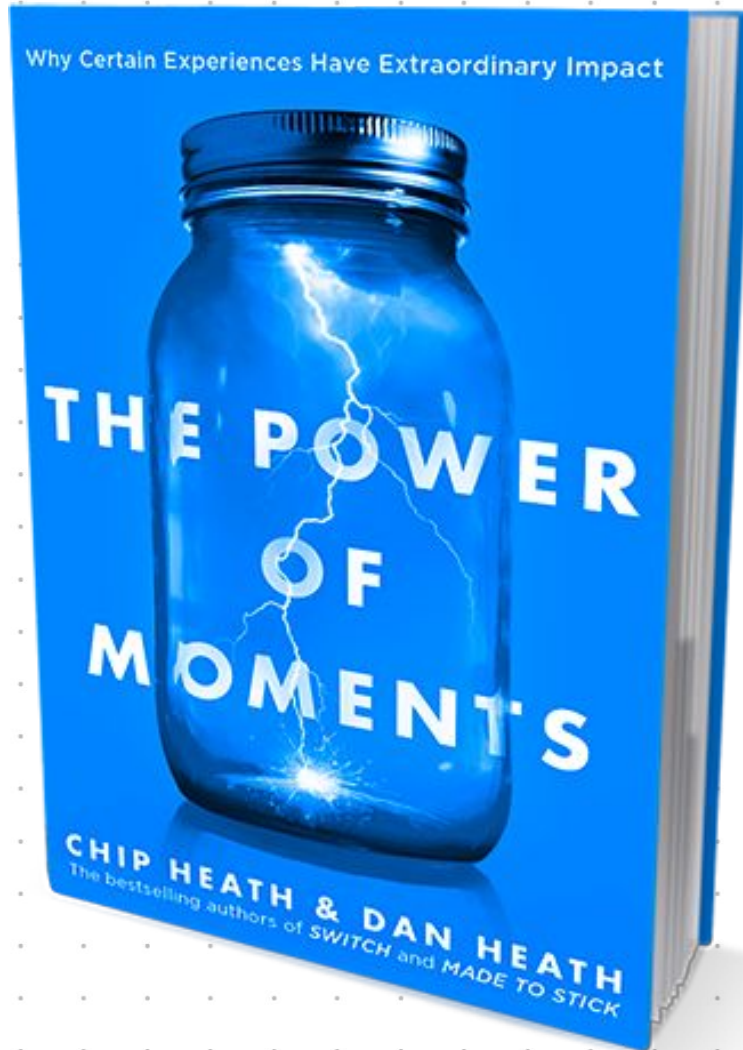


What's one question you came in with that got answered and one new question that you have?



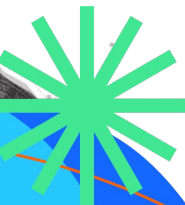
60 Second Feedback





GIVEAWAY TIME!

Check under your seat for a chance to win a copy of The Power of Moments! If you have a light bulb, come up front to receive a book!



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.





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:**

