

Culture Starts with You

NEW book from author Bobby Moore, Ed. D.

Now available on Amazon and AMLE

This book was developed to support school administrators, teacher leaders, and teachers dealing with the emotions, conflicts, behaviors, and challenges of creating a thriving school culture and high performing school.

A supportive school culture must be built on trust, hope, and respect. When a learning community focuses on the intellectual, emotional, and physical needs of its students, there will be times when the school culture is challenged. For this work is not easy, and culture is more than a poster you hang on the wall. Culture is the interaction between colleagues, the words that are spoken, and the way we make others feel. School culture is more than just creating an environment where staff are happy and comfortable. School culture is about aligning behaviors and practices to the school's values and beliefs in pursuit of ambitious goals for the students and school. There will be times when we are forced to balance patience and persistence, listen instead of speak, and sacrifice our own needs for the good of the group if we want a great school culture.

This book asks the adults in the school building to question the mindsets, behaviors, and skills that limit them and their schools from becoming all they can be. Schools will become not only places of learning for students and adults, but also places of encouragement, inspiration, and support.

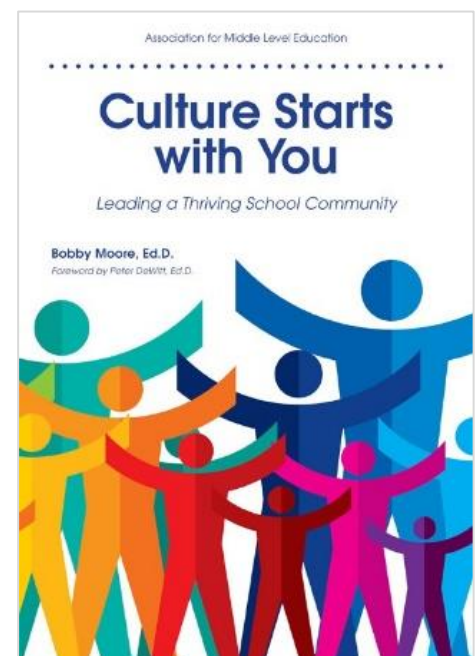
During Dr. Moore's research on high performing schools, he noticed there was always a thriving school culture present; one of trust and respect. These cultures did not confuse cooperation with collaboration. Sometimes there was intense dialogue on what was best for student learning and how to align resources to ensure the school's mission was prioritized. Maintaining a focus on student learning and ensuring there is a thriving school culture is not easy work for any school leader. However, these leaders were fiercely devoted to ensuring that student learning was always the priority and that a healthy school culture was present.

In this book the reader will explore:

1. What behaviors and dispositions sabotage their efforts in creating a great school culture.
2. Strategies for creating a positive mindset that promotes innovation, collaboration and happiness.
3. How to effectively capture the hearts and minds of the staff during new school wide initiatives.
4. How to cultivate relationships and a culture necessary for creating a high performing school building.

“In all learning environments there can be powerful emotions. As humans we think about our world via emotions, are impacted by the climate around us, and have positive and negative appraisals and reactions to stressors. Moore explores all these notions, builds a powerful case for the culture of the school being the pivotal focus for school leaders and indeed all within the school. He shows how our interactions with others, the words we speak, how we make other feel is what leads to school culture. This is a necessary read for school leaders.”

—John Hattie, Author of *Visible Learning*



In their words...

In addition to a foreword from Peter DeWitt, Dr. Moore has received positive testimonials from some of the outstanding educators across the country. Below are just a few.

“In this important and practical book, Dr. Bobby Moore challenges the prevailing notion that culture is something that leaders *do* to their organizations. Rather, culture is a reflection of what everyone in the organization does and, as a result, we all have a role to play in creating and maintaining a positive culture. Supported by solid evidence from a variety of sources, Moore not only shows the power of both positive and negative cultures, but also offers specific guidelines for how to transform philosophy into action.”

—Douglas Reeves, Ph. D., Founder, Creative Leadership Solutions

“*Culture Starts with You* is a journey loaded with practical advice and illustrations to create a school community that works better for everyone, especially students. With an emphasis on emotional intelligence and self-awareness, Bobby offers sets of simple and useful tools, guided questions, and illustrations for individual improvement and reflection. His ideas are particularly relevant for those engaged in leadership, learning, and culture building for impact.”

—Jim Mahoney, Emeritus and Former Executive Director Battelle for Kids

“Bobby Moore is an important champion for pushing education into a new era, one focused on positive cultures, positive mindsets, greater awareness our interconnected potential, and better educational outcomes for our students, allowing all of us to reach our true potential.”

—Shawn Achor, best-selling author of *The Happiness Advantage*, *The Orange Frog* and his newest book *Big Potential*

“This book caught my attention the same way Dan Goleman did with his original work—an excellent mix of the science, how to apply it, and how to reflect on the way it underpins your own relationships and success. This text really is the best book on emotional intelligence and school leadership available.”

—Dr. Ben Palmer, CEO of Genos International

“Dr. Moore has a clear understanding of what is needed to close the knowing-doing school culture gap. *Culture Starts with You* is a quick and compelling read that packs a powerful punch! Every aspiring and experienced leader will benefit greatly from adding this illuminating resource to his or her learning and leading tool kit.”

—Rosa Isiah Perez, Principal & BAM Radio Network 2016 Thought Leader of the Year

“Dr. Moore shares insightful strategies and mindsets that leaders need to consider in building culture. Through his stories, he provokes reflection for any leader to consider in building a collaborative culture for success. For any leader looking to improve, this book will challenge your thoughts and inspire your heart.”

—Neil Gupta, Ed.D., District Administrator, Worthington (OH) City Schools

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