Welcome! Hey Yay!
Quick intros...
Did you read between the lines?

WE MAY BE INSANE

KNOW HOW CRAZY YOUR SCHEDULE
BE ONCE THE KIDS GET OUT OF SCHOOL. SO WE'LL READY IF YOU JOIN US FOR THE WHOLE SUMMER, OR HAVE AN NEED TO SHOW UP UNANNOUNCED ... EVERY DAY.

STEVE&KATE'S CAMP™
Every summer, we make big mistakes on our own decisions. It’s no trust kids to deal if they make every summer, because mistakes are life’s best teachers.
There’s always more to the story…

We believe one mistake that’s inexcusable is to make kids conform. Conform to rules, schedules or rigid structures that are stifling. So we give kids choices. We jam-pack the possibilities. And we push things. Far.

For the past 34 summers, our camp has been free of adult judgments and expectations. Because if kids don’t make mistakes, they don’t make anything.

Registration now open for Pre-K thru 7th grade. Visit steveandkatescamp.com to learn more.

...if you’re being true to you... you’ll attract your audience.

(not somebody else’s!!)
Workshop Agenda

1. Steve & Kate are great (and own who they are)
2. How Frances & Lisa got (back) together
3. Helping TPS find their Yay
4. Your turn to play
6. Takeaway a Yay (or two)
How (ever) did Frances and Lisa get (back) together?
Frances + Lisa: Reunited

It all started on Facebook in 2010 after not seeing each other since New York in the 90’s

And then in the fall of 2016, the conversation got real!

Frances Hoover
01/18/2010 2:12PM

Let’s start catching up. Here’s three things that I have happened in my life since Citibank...

1. I have owned two small businesses.
2. I studied oil painting in a four year degree program.
3. I have been an adjunct professor of marketing, accounting and finance in an MBA program.

Hi Lisa, I have been admiring your agency's work from a far. Love your job posting! I work for a small nonprofit, and we are going to be doing some branding work in the next year. I don't know if we'd be able to afford you, but I’d love to connect and explore if there’s a possibility that we could work together. Frances

Frances Hoover! So nice to hear from you and honored to be considered. Thank you! Let’s definitely connect. We do a lot of work on education, healthcare, tech and experiences (like the exploratorium). Finding the emotional a-ha that connects your organization to your human audience. Stuff like that. Let me know when you want to chat. Here’s to reconnecting!

Lisa, I work for a private school in Philadelphia so your experience in education would be great for us. Would you have time to meet over Skype to share a little about your agency and hear more about our school?
The Philadelphia School
Finding the Yay
If we asked you the same questions about TPS...

What are your initial impressions of this ad?

What does it tell you about this school?
The outside perspective goes deep inside

- Teacher Roundtable
- Donor evening
- Student Leader Roundtable
- Classroom experiences (beaver and hedgehog presentations!)
- Parent/Teacher/Admin Strategic Brainstorming Session
- Interviews with parents who considered, but did not choose TPS
- Informal student chats
- Strategic Planning Committee session
- Tour at #1 competitor as prospective parents

Lots and lots of questioning, listening, chatting, observing, interacting, learning!
TPS Brand Mantra

We are TPS, the Center City Philadelphia place where kids find their center. Experiencing a gradual unfolding of potential, that starts with meeting them where they are and culminates in them becoming who they really are. It’s where kids jump into school with unfettered exuberance and unbridled joy. Where they express and find a sense of self and friend and teacher and mentor and partner and active participant. And learn how to operate all the tools in their friendship tool box. From win wins to conflict management.

From walking tall in their own shoes to walking a mile in someone else’s.
We are TPS: we equip kids with the ongoing ability to understand and celebrate their distinct strengths and all the elements that make up character. Where nobody questions how many characters you want to be. Or how many costumes you want to wear. Where everyone questions with thoughtful intellect. Where wallflowers are cultivated to bloom into self aware, articulate, activated adults. Where every year (from preschool all the way to 8th grade), the first two weeks are about creating a classroom constitution together: a set of agreed-upon rules and practices that each child and teacher will abide by, all year long.

It’s just one way TPS kids own their own education.
All of it starts and grows here at The Philadelphia School. With hands very much on and minds in active mode. The development of our children happens inside our classrooms and continues fluidly between topics, themes, walls, ages and buildings. In the urban surrounds of Philadelphia and all its resources and living, breathing challenges. In the wild and woolly natural environment of The Schuylkill Center. Where once a week, every kid mucks it up outside and learns what that means for self, each other and our ever-changing world. Every year.

Because it adds layers of meaning, matter and context that can never come from formulas, whiteboards or books alone.
TPS Brand Mantra

TPS is the place where your kids become preternaturally comfortable in their own skin, so much so that they’ll write you the most cogent, powerful and heartfelt letter you’ve ever read, about why their skin is their domain. Where they become the children that challenge all of us in all the right ways. TPS is where we all learn to question everything and everybody, except why we choose this place and why that matters.

TPS is where kids become their imperfect, glorious selves.

Learn here. Go anywhere.
playing around

playful
purposefully free-form
about bringing your A game
jazz

loosey-goosey
relentlessly churning out A grades
punk
TPS Students

**ARE**
- comfortable in their own skin
- drivers
- accepting of each other and differences

**ARE NOT**
- complacent
- passengers
- accepting of the status quo
There is.

The Philadelphia School is the Center City school where kids find their center — freely developing their voices, ideas, and passions within an intentional program imbued with depth, rigor, and research.

The Philadelphia School educates children for a future that is impossible to know but not impossible to shape.

WHAT IF there were a school where... KIDS JUMPED into learning with hands on and hearts open?

LEARN HERE.  GO ANYWHERE.

It all starts at www.tpschool.org
At The Philadelphia School, depth of understanding comes from exploring and discovering, from making mistakes and achieving success, and from testing options and generating ideas. It is a place where students say, “Here I learned to be the best possible me.”

**TAKE A TOUR**

Small group tours available most Mondays and Thursdays at 9:00 a.m.
To reserve a place, please contact us at 215.545.5323 x 221.

2501 Lombard Street
Philadelphia, PA 19146
www.tpschool.org

There is. The Philadelphia School educates children for a future that is impossible to know but not impossible to shape.

KIDS JUMPED
LEARN HERE.  
GO ANYWHERE.
It all starts at www.tpschool.org
Your Turn
Your School
Finding the Yay
You’re Up! Role Play: 3 questions, 15 minutes

Instructions

• Pick a partner from another school

• One person asks the questions (listen as if you are a prospective parent interested in that school, not you, the educator)

• One person answers the questions for their school (remember, you’re talking to a prospective parent, not another educator)

• Share (5 minutes). Switch. Share (5 minutes). Reflect on both together (5 minutes).

Questions

• What is the one thing you want people to know about your school?

• What is getting in the way of that?

• How do you currently address that challenge?

Take notes and get ready to share with larger group.
What did you learn and experience with each other about your schools?

Anything surprising?

Remember those Questions?

• What is the one thing you want people to know about your school?

• What is getting in the way of that?

• How do you currently address that challenge?
Finding Your Yay
Finding your Yay…

takes:

outside perspective,
lots of questioning,
truth telling,
listening,
experiencing,
distilling
and expressing (in a new or hidden way)…

what was probably there along.
Yes, and...

You can make small changes right away.

By changing your own lens.
What will you do or say differently about your school now?

Today (why wait?)

Tomorrow (Amy Cuddy wants to see your power pose)

When you get back (bring that Yay and spread it)
About that outside perspective

I’ll be around all day (and Friday until noon), if you want to talk more…or connect after the conference.

lisa@yaycollective.com
415.420.4261
yaycollective.com
One more thing!

It would be super awesome + the people at NAIS would be grateful (us too!) if you could provide valuable feedback by Rating this session in the NAIS Events Mobile App

How to do it?
Go to the workshop listing, click on the Clipboard icon to the left of the event description.

This session is called:
The Law of Sacrifice: How Committing to Who You Aren’t Illuminates Who You Are

And some other info (in case you need it).
ID: 25.0
Room: B301
Date: Thursday, Mar 8th
Time: 11:15am - 12:15pm EST
with radittude,

The Philadelphia School
CITY COUNTRY CLASSROOM

Yayful Strategy, Rad Storytelling.

yaycollective.com
lisa@yaycollective.com
415.420.4261
yay NAIS for Workshops