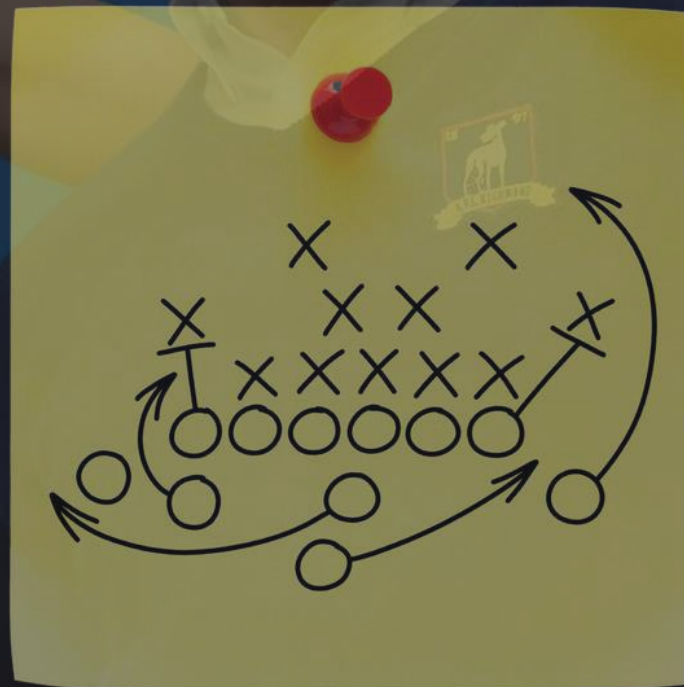


Ted Lasso's Leadership Playbook for Success



DAN BUTLER | BEN GILPIN

naesp **Pre-K-8
Principals
Conference 22**
July 15-17 • Louisville, KY



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The Path of Today's Presentation

1

What is it?

We will define each play and why it matters

2

How can we execute the play?

We will present strategies, tactics, and ideas to implement these leadership beliefs in your setting

3

What are your thoughts?

We will reflect together and discuss how you can take each play back to your school/district

Play 1: Know Your Why



A background image of two men in a school hallway. The man on the left is wearing a blue sweater and has a mustache. The man on the right is wearing a blue and red jacket and is holding a clipboard. They are both smiling and looking at the clipboard. In the background, there are school lockers and a fire escape plan on the wall.

Play 1:
Know
Your Why

How can I
execute the
play?

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Once upon a time there was an old man who used to go to the ocean to do his writing. He had a habit of walking on the beach every morning before he began his work. Early one morning, he was walking along the shore after a big storm had passed and found the vast beach littered with starfish as far as the eye could see, stretching in both directions.

Off in the distance, the old man noticed a small boy approaching. As the boy walked, he paused every so often and as he grew closer, the man could see that he was occasionally bending down to pick up an object and throw it into the sea. The boy came closer still and the man called out, "Good morning! May I ask what it is that you are doing?"

The young man paused, looked up, and replied, "Throwing starfish into the ocean. The tide has washed them up onto the beach and they can't return to the sea by themselves," the youth replied. "When the sun gets high, they will die, unless I throw them back into the water."

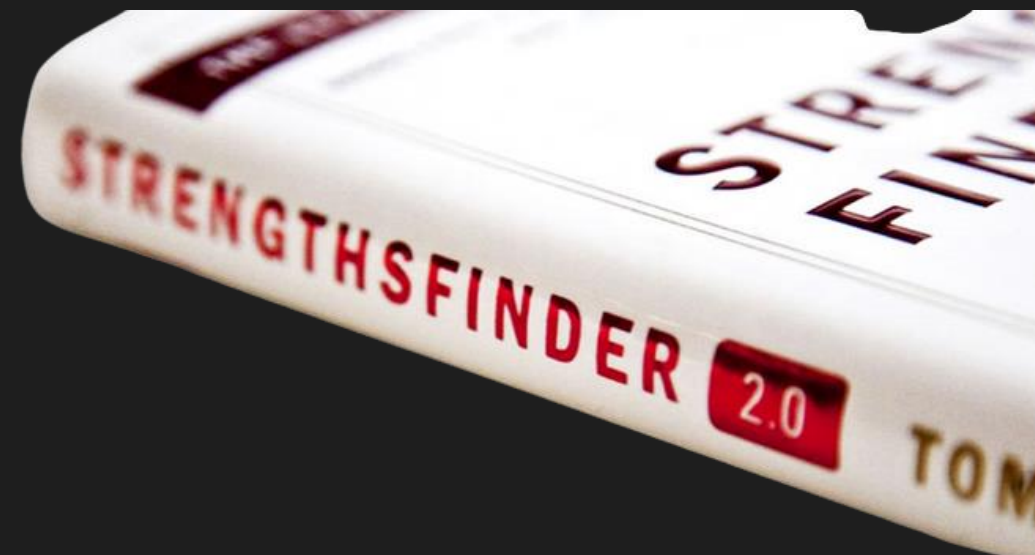
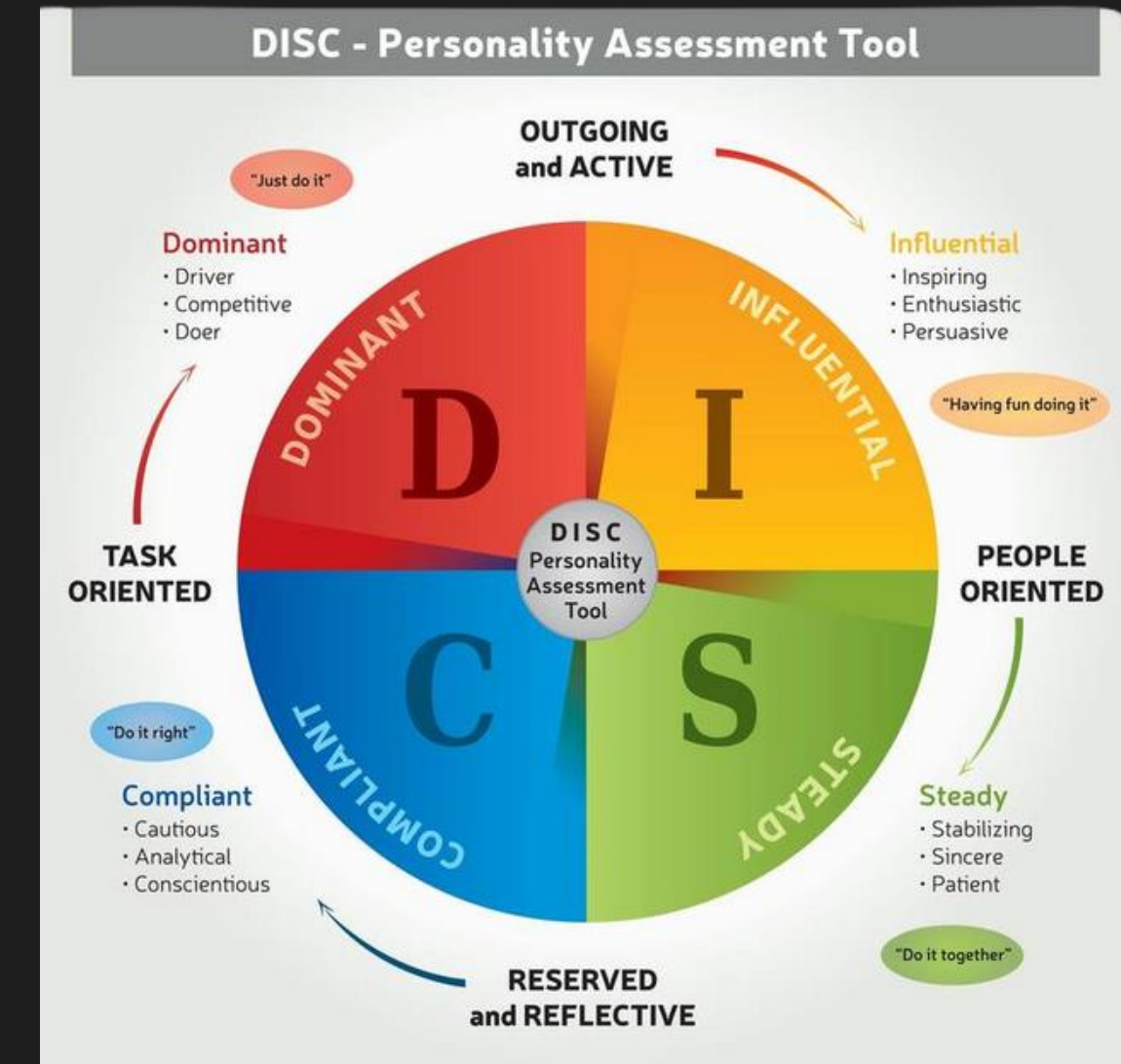
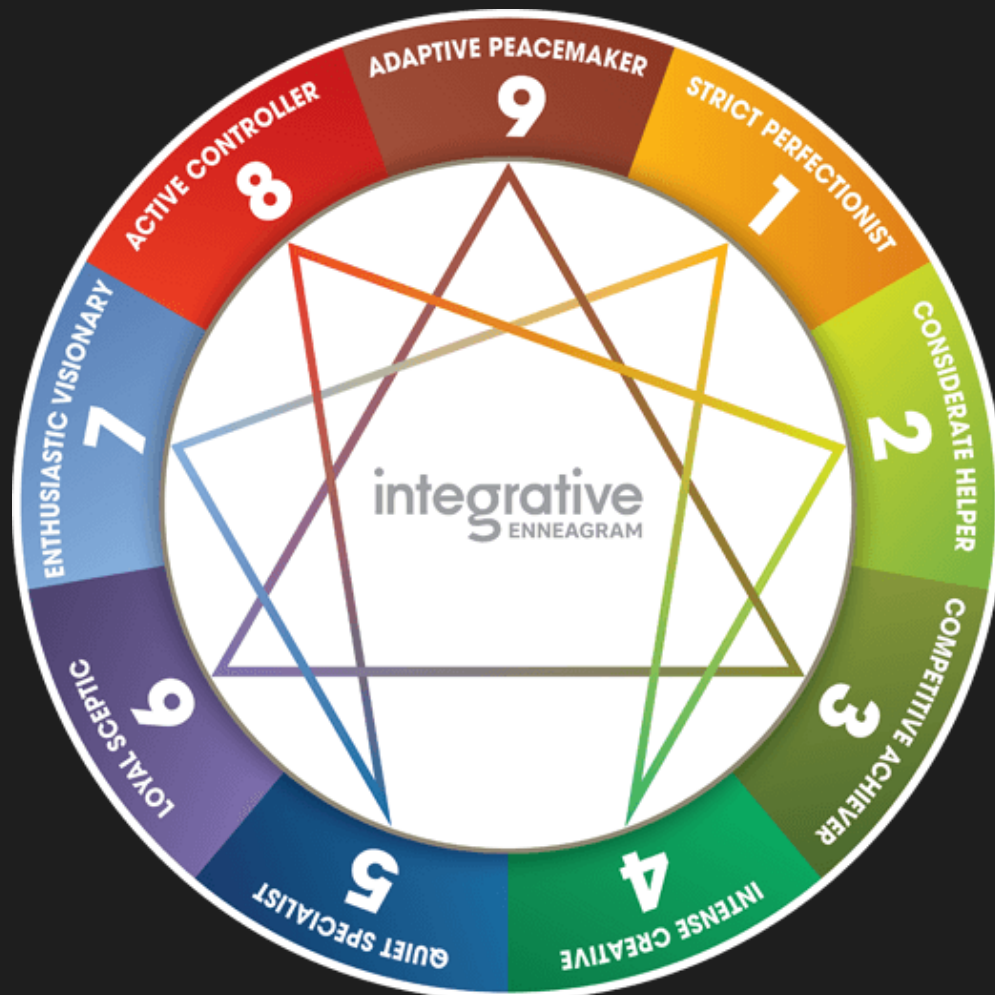
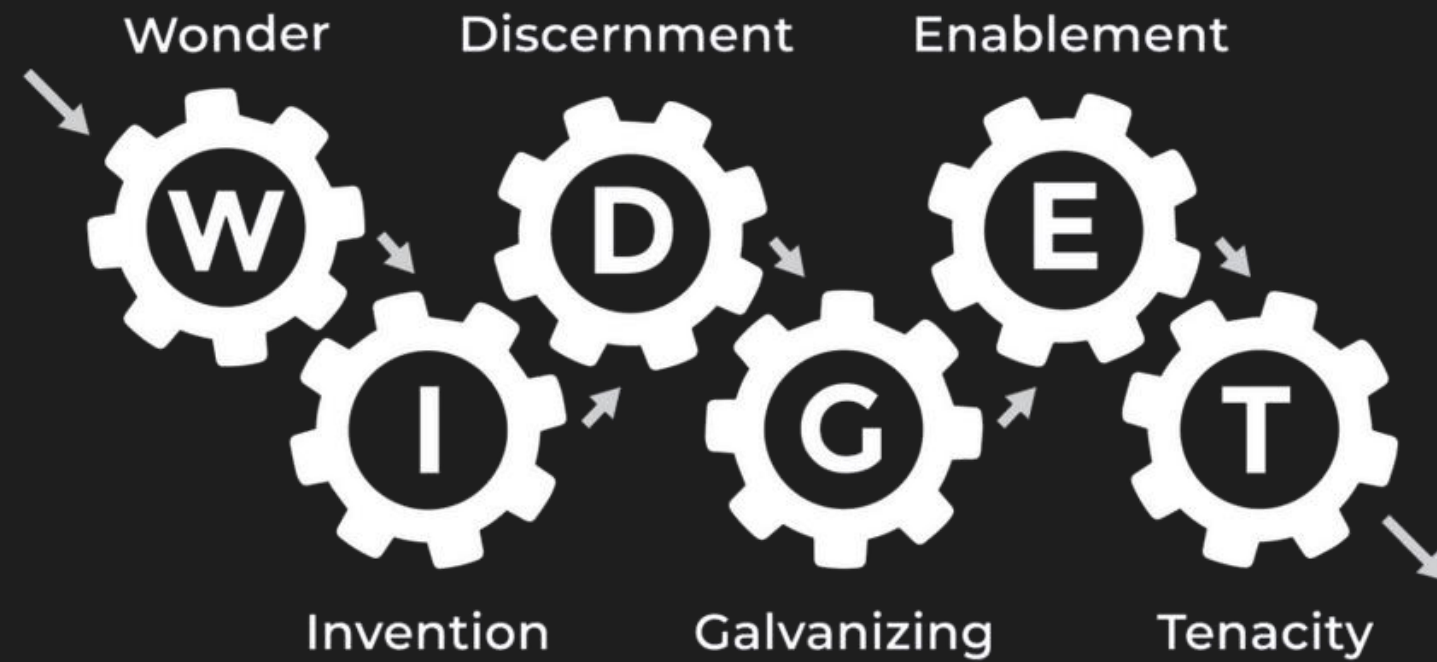
The old man replied, "But there must be tens of thousands of starfish on this beach. I'm afraid you won't really be able to make much of a difference."

The boy bent down, picked up yet another starfish and threw it as far as he could into the ocean. Then he turned, smiled and said, "It made a difference to that one."

A hand holding a magnifying glass over a landscape, symbolizing focus and vision. The background is a blurred image of a person holding a magnifying glass over a landscape, with the text overlaid in white.

**What is the lens through
which you look to make
important decisions?**

The 6 Types of Working Genius



Play 1:
Know
Your Why

What are your
thoughts?

What's Your Why?

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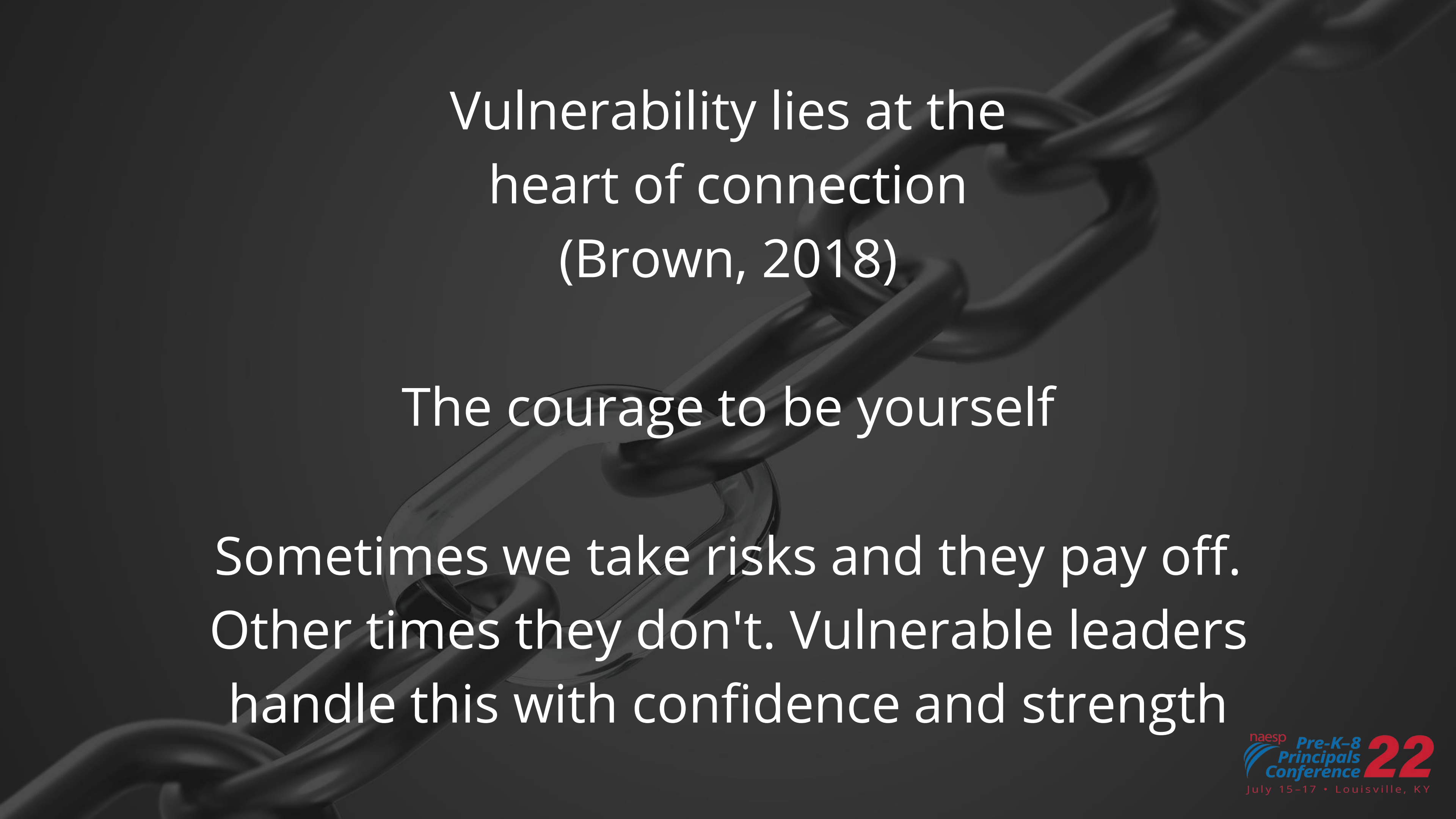
A group of five men are gathered around a table, engaged in a discussion. The man on the far left is wearing glasses and a dark shirt, gesturing with his hand. The man next to him is wearing a blue shirt. The man in the center is wearing a blue shirt and a blue baseball cap. The man on the far right is wearing a light-colored suit and a dark tie. The background is slightly blurred, showing a meeting room setting.

Play 2: Learn, Grow, and Win Together



Play 2:
Learn,
Grow,
and Win
Together

How can I
execute the
play?



Vulnerability lies at the
heart of connection
(Brown, 2018)

The courage to be yourself

Sometimes we take risks and they pay off.
Other times they don't. Vulnerable leaders
handle this with confidence and strength

SECRET
SAUCE
(TRUST)

"VULNERABILITY IS NOT SOFT, FLUFFY, OR TOUCHY-FEELY. VULNERABILITY IN THE CONTEXT OF TEAM AND RELATIONSHIP BUILDING IS ABOUT BEING OK WITH PERSONAL SHORTCOMINGS, WEAKNESSES, OR MISUNDERSTANDINGS. IT IS ABOUT ACCEPTING FEEDBACK, MEETING PEOPLE WHERE THEY ARE, THE WILLINGNESS TO ASK FOR HELP, AND HAVING THE COURAGE TO GROW THROUGH OUR FAILURES."

Increasing
Engagement



DAN BUTLER

Authenticity

- Share your story
- Resist the urge to control everything
- Have confidence in your people, regardless of potential negative outcomes

Play 2:
Learn,
Grow,
and Win
Together


What are your
thoughts?

Grab Your Phones

Find a meaningful picture in your photos

We're sure there is a story that goes with that picture

Partner up and share the story

A photograph of two men from the chest up, looking towards the right. The man on the left has a beard and is wearing a dark jacket with a light-colored stripe on the sleeve. The man on the right has a mustache and is wearing a dark quilted jacket. The background is dark and out of focus.

Play 3: Everyone has Value



A background image of two men in a school hallway. The man on the left is wearing a blue sweater and has a mustache. The man on the right is wearing a blue and red jacket and is holding a clipboard. They are both smiling and looking at the clipboard. In the background, there are lockers and a fire escape plan on the wall.

Play 3:
Everyone
has Value

How can I
execute the
play?

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Do you create belonging?

"Individuals who have the deepest sense of true belonging are people who also have the courage to stand alone when called to do that."

(Brown, 2018)

- Bus Drivers
- Kitchen Staff
- Playground Supervisors
- Custodians
- Librarians
- Office Staff
- Paraprofessionals
 - Teachers
 - Volunteers
- Social Workers



WALK IN THEIR SHOES

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PICK UP THE TAB

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Keys to Valuing Others

- Appreciate the whole person
- Listen and remember
- Ask questions
- Follow-up
- Heartfelt, specific, genuine, and frequent

Play 3:
Everyone
has Value

What are your
thoughts?

Get Out Your Device

Think of a person who believed in you before you believed in yourself

Take a moment to send a message to this person:

- Check in
- Thank you
- Something to brighten their day

A man in a white polo shirt with a goldfish logo and sunglasses is pointing at a young man in a white and red soccer jersey. The background is a blurred stadium setting.


Play 4: Power to Reconcile

Be a goldfish.

VICTORIA

WE ARE RIC





Play 4:
Power to
Reconcile

How can I
execute the
play?

"Whatever you do in life, surround yourself with smart people who'll disagree with you."

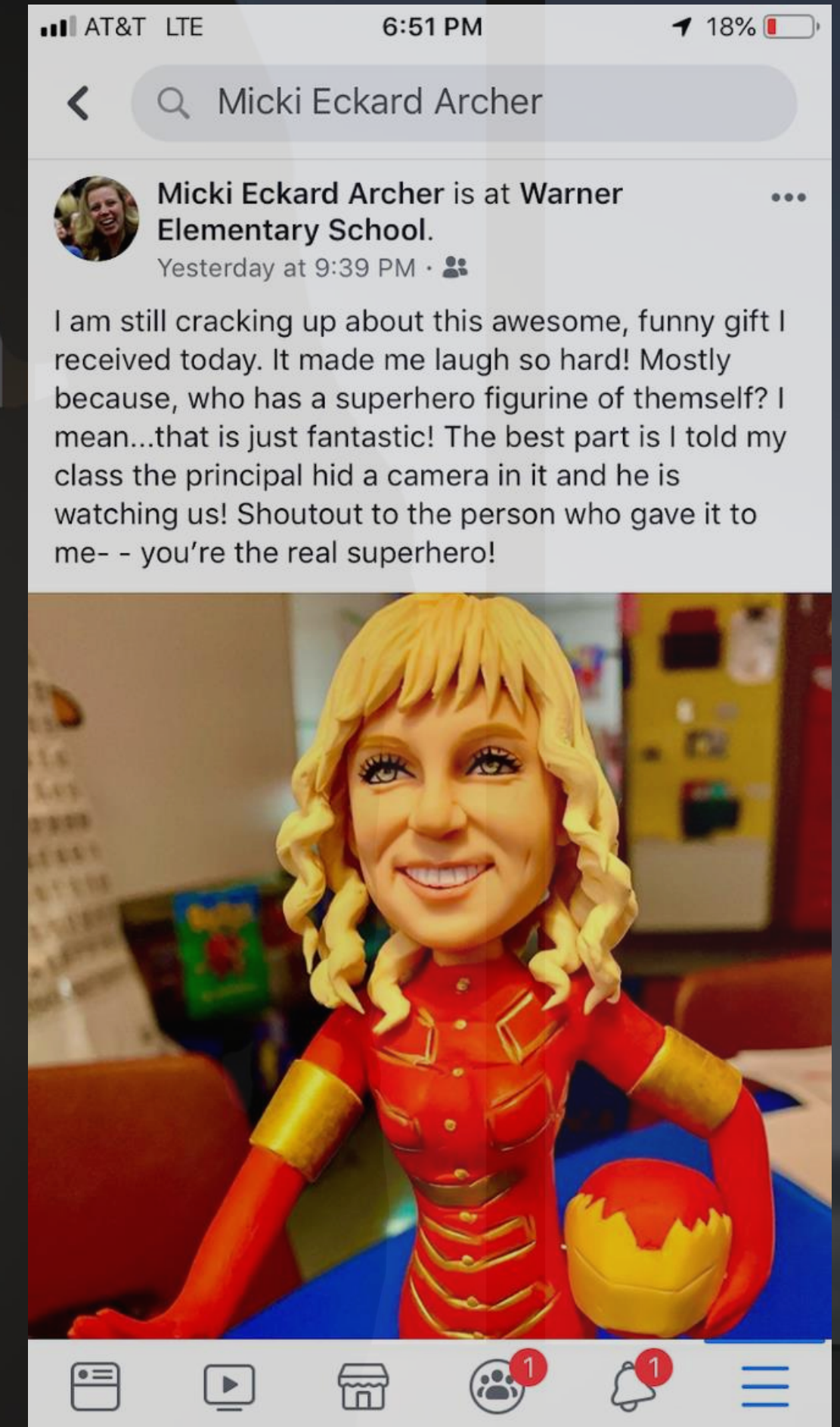
John Wooden

The research proves the old trope: *People leave bosses, not companies.*

- *57% of employees have left a job because of their manager.*
- *Furthermore, an additional 32% have seriously considered leaving because of their manager. Source: DDI*

From Adversary to Ally

- First, look at YOU...check your ego
- Focus on the GOAL, not the person
- Find commonalities





PUSH AND PULL

DIFFICULT CONVERSATIONS

- **BE PRECISE WITH OBJECTIVES**
- **DO NOT BEAT AROUND THE BUSH**
- **AVOID BLAME**
- **SUMMARIZE AND PARAPHRASE**
- **BE PREPARED FOR NEGATIVE EMOTIONS**
- **GET CURIOUS**



KEYS TO RECONCILING WITH OTHERS

- **FOCUS ON WHAT YOU CAN CONTROL**
- **BE A LISTENER**
- **CHOOSE COMPASSION**
- **ASSUME POSITIVE INTENTIONS**

PARTNER UP (SOMEONE NEW)

- **AS A LEADER, WHAT IS ONE WAY YOU ARE LOOKING TO GROW THIS YEAR?**
- **WHO IS YOUR ACCOUNTABILITY PARTNER? WHY IS THIS IMPORTANT?**



Play 5: Believe



Play 5:
Believe

How can I
execute the
play?

Get your Ted Lasso Merch!!

Mugs



Masks



T-Shirts

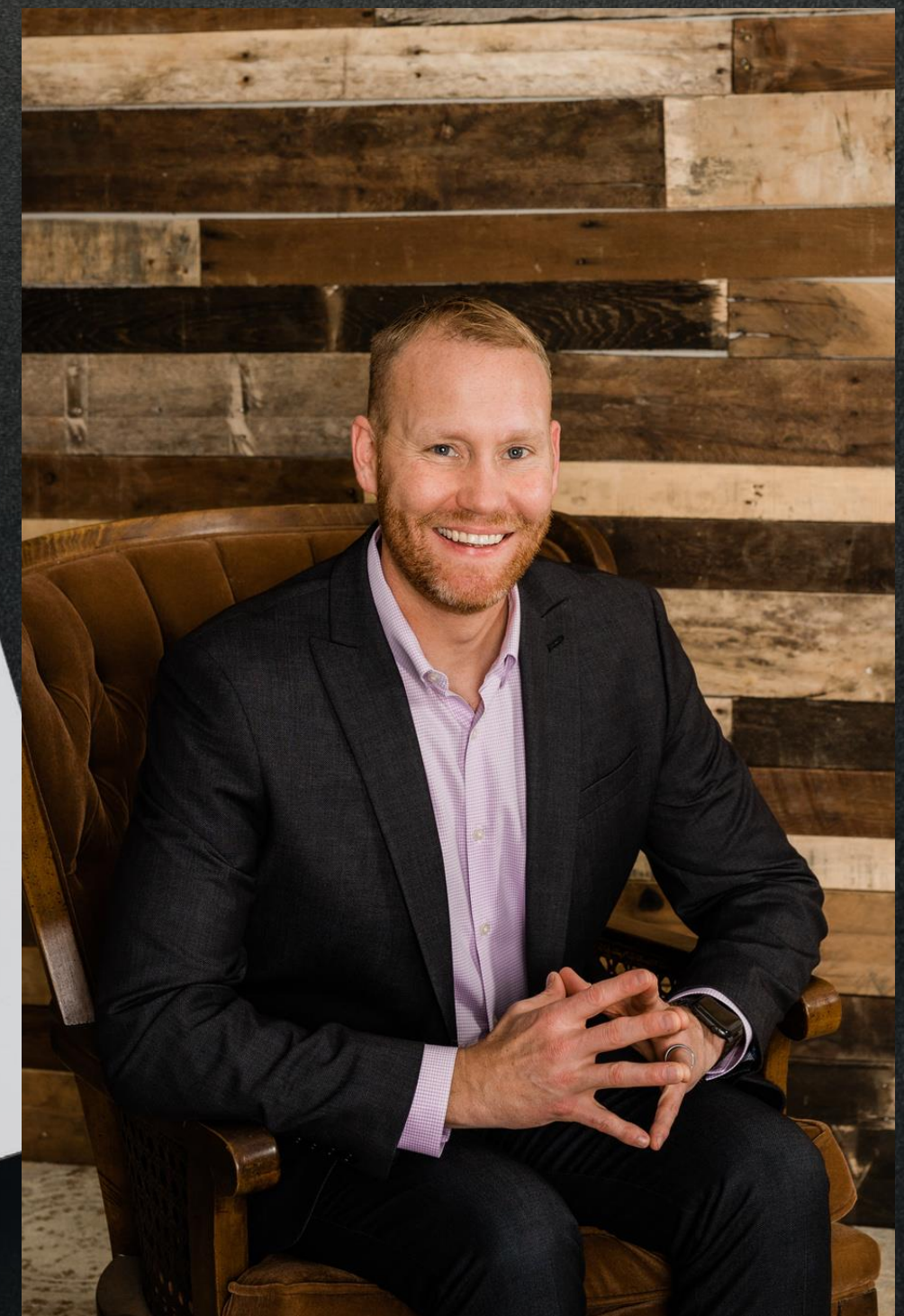


And More! Link in the Description



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Thank
you



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