The Roadmap to Your School Saying "We've Got Core Values!"

1. Educate

School leaders say that their school spirit has never been higher; a teacher says she was on the brink of leaving a school *until* it established its core values, and began deliberately creating its culture- and now, she would never dream of teaching anywhere else. It's no secret: passionate people work better. Your school community will learn why a passionate culture trumps test scores - and ultimately leads to better ones.

2. Define & Connect

We will survey every member of the school community regarding their individual core values, distill the responses, and facilitate the wordsmithing of them into a common language that all members of the community agree upon, forming the backbone of your unique school culture. This is truly a fun and inspirational way to begin integrating core values into your school.
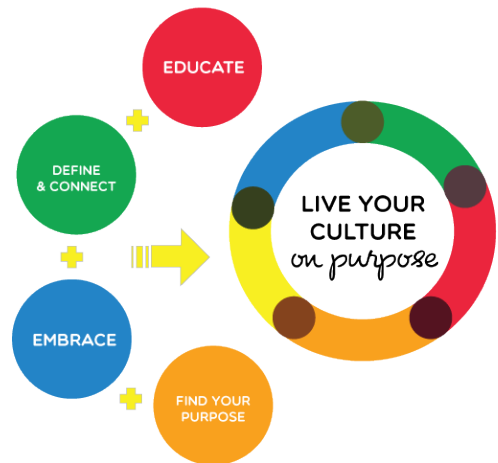
3. Embrace

We'll get you to the point where everyone agrees, "This is how we do things here!" By defining and clearly conceptualizing a community's core values, we change the way students, teachers, parents support staff and communities at large perceive themselves. Catalyzing passionate, positive change that ripples throughout the whole as your school's core values are infused into every detail of school life.

4. Find Your School's Greater Purpose

Let's inspire students and staff to think bigger, beyond the school walls so that they learn to define their strengths, trust their inner voice, and give back to their communities. Let's inspire them to think critically about how *what they're learning* can help them achieve their dreams - and passion begets passion.

5. Live Your Culture on Purpose!

Your school community will consistently listen, learn, and improve. We will define the behaviors that make the collective values actionable and committable for the long run. We're here to teach you how to refine and improve your culture through all the ups and downs that naturally occur in every environment, and succeed in creating the type of environment where students wakes up saying "I get to go to school today!" and teachers and staff wake up saying "I get to got to work today!" All are empowered in their own contribution to the formation of the culture, and all reap the long-term benefits of focusing and supporting the future of the community. With that much passion about the community, there's no limit to what *any* of you can accomplish.

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Sandi Herrera is a seasoned professional with over 18 years of experience streamlining operational efficiency and innovating corporate culture at companies like Colliers International, Delivering Happiness, and The Hunter Group. Sandi also brings her expertise to the place where it all starts: our school system. Her approach is as pragmatic and effective as it is inspiring, beautiful, and socially and philosophically important. She's legitimately *getting kids and teachers excited about school*, empowering them to own their passions and pursue their dreams, building community, *and* investing in the future in a real, effective, and profoundly human way.

After starting her career in various recruitment and sales based positions, she soon delved into the more intricate inner-workings of corporate structures. She's developed high-performance operations strategies, streamlined and increased the potency of budgets, and completely re-envisioned inefficient business structures and practices for several real estate companies, from start-ups to multi-national conglomerates.

That ability to re-envision comes from her broadly scoped vision. Her unique ability to envision whole systems, promote brand image and value, and organize teams of personnel to most efficiently accomplish tasks based on *their* strengths is well documented. Her vision eventually lead her to create The Hunter Group: an executive, leadership, and entrepreneurial consulting company that specializes in relationship systems and cultural design as a means to the end of positively minded, accomplished, and productive learning environments.

With business savvy and uncanny vision in tow, this position lead her to run the operations for Delivering Happiness, a company born out of Zappos that specializes in cultural curation by using happiness as a business model. This experience inspires her to this day, fueling her passion for the spread of happiness and positive culture in all facets of life, defying conventional notions that places like work and school are places where dull desks and low morale often reign supreme.

Her current work as Founder and CEO of The Hunter Group building the program "Got Core Values" is a masterful weaving of her many talented threads, creating an elaborate tapestry that is as pragmatic and effective as it is inspiring, beautiful, and socially and philosophically important. With business savvy, grand vision, and an inspired purpose, she, simply put, helps schools and other organizations build positive cultures. Understanding the importance of recognizing individuals as uniquely talented, she emphasizes a culture and community of support, empowerment, and growth, noting the *necessity* of students and employees having a hand in the crafting of their own school and organizational culture.

Sandi Herrera is a pioneer in organizational culture by doing something truly ground breaking: empowering schools and organizations to own their passions and pursue their dreams, building community, *and* investing in the future in a real, effective, and profoundly human way.

What Leaders are saying…

"Our participation in the program has been without a doubt one of the best opportunities for the development of a positive school culture."

–Jeanne Donadio, Foothill High School

"There is a great deal of credibility with this approach. The process left us with a confident feeling that we had captured the true essence of our school, and what we are about. We are now 'living' our core values and promoting the best qualities of what we are as students, parents, teachers and community members."

–Monte Bay, West Career and Technical Academy