

Communicating the 4 P's

Purpose (Describe why you are making the change)

What might you need to communicate related to your transition to a new beginning?

Picture (Describe what the future will look like)

How does the new beginning relate to your previously expressed visions? What opportunities might exist for reviewing/revising existing visions given current context?

Plan (Describe the steps you need to take to get there)

What actions need to be taken to move through the neutral zone toward the new beginning?

Part (Describe the part you need specific teams/people to play; specify your requests)

What might the District Network need to do?
What might leaders need to do?
What might the Building Network need to do?
What might teacher teams need to do?