

# G&D ASSOCIATES HEALTHY CULTURE & CLIMATE SERVICES



VISION  
ACTION  
CHANGE

YOUR GOALS  
OUR INNOVATION  
UNPARALLELED SUCCESS



***G&D Associates offers a suite of services that provide insight and action to ensure that students, staff members, and families experience a positive culture that includes a deep sense of belonging, purpose, and connection.***

**SOME OF OUR CLIENTS:**

Liberty Public Schools, Missouri

Colorado Springs School District 11, Colorado

Derry Cooperative School District, New Hampshire

The School District of Janesville, Wisconsin

Raytown Quality School District, Missouri

Barrington Public Schools, Rhode Island

Aurora Public Schools, Colorado

**WE:**

- Are experts in human-centered approaches.
- Have a proven track record with districts and schools across the country.
- Work as partners to develop the right fit solutions for your context.
- Bring perspective from decades of being educators, administrators, and community advocates.

**CLIENT TESTIMONIAL:**



Your help has us in an amazing place where our staff is energized and stepping up to lead because our culture empowers it.”

*Shelly Butcher, Principal  
Hollister Lake Elementary  
Weld RE-4 School District, CO*

# HEALTHY CULTURE AND CLIMATE SERVICES

A positive district and school culture doesn't happen by chance—it is intentionally built through strong relationships, responsive systems, and a shared commitment to well-being. At a time when districts and schools are facing increasing challenges around retention, recruitment, and engagement, it is essential to understand the current experiences of students, staff, and families. This insight forms the foundation for fostering a safe, healthy culture where all members of the community feel a deep sense of belonging and purpose.

## OUR ASSESSMENT PROCESS:

- **Planning and Data Analysis**
  - Facilitate planning conversations with school/district leadership
  - Review past surveys, Panorama data, recruitment and retention data, etc.
  - Review internal and external communications inclusive of newsletters, website, and social media
- **Behavioral Observation**
  - Conduct behavioral observations of interactions in hallways, common areas, classrooms, etc.
  - Observe meetings
- **Focus Groups**
  - Conduct focus groups with students and staff members
  - Facilitate community focus groups
- **Findings and Recommendations**
  - Synthesize observational data
  - Develop a report with school-specific recommendations
  - Present findings to leadership

## PRACTICAL STRATEGIES FOR REDUCING EDUCATOR STRESS AND BURNOUT PROFESSIONAL LEARNING

Educators across the country are experiencing rising levels of stress and burnout, driven by increased workloads, shifting expectations, and limited time. These challenges have left many feeling overwhelmed and undervalued, causing even high-quality teachers to question whether they can continue in the profession.

This semester-long course is designed to explore the root causes of burnout while providing practical strategies and coaching support to increase educator well-being and effectiveness—helping to foster a healthier, more sustainable work environment where teachers feel empowered to thrive. It is appropriate for teachers and instructional support personnel. The structure combines in-person learning with remote collaboration and coaching to provide a personalized approach to participant needs.

## **COURSE FORMAT:**

- Two-day launch workshop
- Individual remote coaching
- Cohort check-ins and problem of practice sessions
- Presentations of learning and success

## **TOPICS EXPLORED INCLUDE, BUT ARE NOT LIMITED TO:**

- Root causes of burnout
- Getting the support you need
- Time and workload management strategies
- Setting and keeping boundaries
- Leveraging current resources
- Effective team meeting structures
- Proficiency indicators for healthy work/life balance
- Personal goal setting and accountability

Past participants report success with implementing the strategies presented—leading to improved working conditions, a healthier mindset, and improved effectiveness as an educator.

## **SHADOWING EXPERIENCES:**

As an optional element of the assessment process, we can design and facilitate experiences where district and school personnel shadow students or employees to experience the culture and climate through an immersive, first-hand approach. This shadowing day is followed by a facilitated debrief and action planning session.



# EFFECTIVE COMMUNITY ENGAGEMENT & MESSAGING

**What messages are you sending without even knowing it? We will assess your current messaging (intended and unintended) and provide practical strategies that empower leaders to ensure that your environments and customer service are welcoming, professional, and reflective of your values.**

## **EFFECTIVE COMMUNICATION THROUGH BRANDING AND MARKETING WORKSHOP**

This hands-on workshop is designed to help your district cultivate a positive climate and culture by analyzing everyday messaging, interactions, and environments that shape how students, staff members, families, and the community connect with your school or district.

Participants will explore:

- Subliminal messaging and what you might be saying without even knowing it.
- Shifting from information sharing to authentic connection and belonging.
- The power and pitfalls of digital presence in shaping school and district culture.
- Understanding how students, staff, and families experience your school culture differently.
- Aligning your visual, verbal, and behavioral messaging to reflect shared values and purpose.

The workshop is appropriate for district communications personnel and/or district and school leadership teams, as well as an entire school staff working to cultivate a culture of happiness and belonging.

## **CURB TO CLASSROOM®**

The visual impression your school buildings create plays a significant role in enrollment, recruitment, retention, family involvement, and community goodwill—all of which influence public perception and long-term funding. What people see, hear, and feel leaves a lasting impression that spreads through word of mouth and is difficult to change once established.

Our Curb to Classroom® Assessment builds the capacity of school and district leaders to take a fresh look at the physical learning environment through the critical lens of prospective families and staff members.

Our assessment provides:

- A detailed assessment of the messages your environment is sending (intended or not).
- Practical suggestions for creating a more welcoming and professional first impression.
- Coaching to build your team's capacity to regularly evaluate and improve your spaces.
- The best part—most improvements can be made with little to no cost!

Ensure the look and feel of your buildings strengthens your brand while also boosting morale among students, families, and staff.

## SECRET SHOPPER

Every call, visit, or email your school or district receives is a chance to win, or lose, a current and potential family. If you are unsure how your schools are performing when it comes to customer service, you may be losing valuable enrollment opportunities without even realizing it.

G&D Associates offers a secret shopper experience that:

- Assesses how well your school or district interacts with customers.
- Identifies strengths and gaps in how staff members promote your schools.
- Provides insight into how a prospective parent feels when considering your school or district.
- Identify missed opportunities that could be affecting student recruitment and retention.
- Gives your team relevant strategies to enhance your customer experience.

Our team will conduct a series of anonymous calls and/or in-person visits to your schools, assess the quality of customer service, and provide clear, actionable feedback and targeted strategies for improvement — all with the goal of ensuring your community has a positive impression of who you are as an organization.

## WEBSITE AND SOCIAL MEDIA REVIEW AND ADJUSTMENT GUIDE

Is your website and social media turning interest into enrollment? In today's digital world, your website and social media are often the first interaction families have with your school or district. A confusing layout, outdated information, or lack of engaging content can quickly turn interest into indifference or worse yet, a negative impression.

G&D Associates will:

- Evaluate the effectiveness of your current website and social media presence.
- Identify what's working, what's missing, and what may be turning families away.
- Strengthen your messaging to reflect your values, programs, and community culture.
- Provide your team with a customized, step-by-step improvement guide outlining exactly what to keep, move, and change.

Ensure your online presence serves as powerful tool for enhancing positive culture and engagement while motivating prospective families to take the next step—visiting your schools and enrolling their students!



# LEADERSHIP DEVELOPMENT AND COACHING

## RATIONALE

The culture of a school or district is a direct reflection of its leadership. When leaders are equipped with the right support, they create the conditions for thriving teams, stronger relationships, and a more positive climate.

While leaders are often tasked with supporting others, they rarely receive the in-depth, transformative support they need for their own growth. Performance coaching offers a valuable opportunity for perspective and mentorship from outside the organization. A skilled coach serves as a sounding board and thought partner—providing unbiased advice along with proven structures and strategies that improve performance, increase job satisfaction, and help avoid common pitfalls.

Now, more than ever, school and district leaders are:

- Navigating shifting public expectations and increased scrutiny.
- Responding to growing staff burnout, turnover, and shortages.
- Managing complex community dynamics and political tensions.
- Addressing widening student needs and opportunity gaps.
- Leading through evolving instructional models and mandates.
- Balancing operational demands with visionary leadership.
- Trying to build trust and culture across fragmented teams.
- Making high-stakes decisions with limited time and resources.

Personalized and non-evaluative coaching can make the difference between just managing and truly leading. Let us help you grow your leadership and maximize your impact.



## WHAT TO EXPECT

This coaching is designed for superintendents, district administrators, principals, assistant principals, and instructional coaches. Through personalized, job-embedded consultation, leaders receive specific feedback, strategies, and structures addressing a range of real-time scenario-based challenges such as time management, facilitating effective meetings, hiring, personnel issues, communication, staff morale, conflict resolution, and future planning amongst others. Coaching is delivered through a blend of face-to-face and virtual meetings, observations, and reflection activities.

We work with each client in a purely personalized way—offering just-in-time support that helps navigate unexpected difficult situations while building a healthier, more connected culture. Clients find our leadership coaching to be highly valuable, rewarding, and engaging—we provide the external critical friend and coach that is not bound by the politics of the organization. We tell it as it is and focus on doing what is right for your long-term climate and culture.

## INVESTING IN PEOPLE LEADERSHIP DEVELOPMENT COURSE (4 OR 8 SESSIONS):

A thriving school or district culture starts with empowered, reflective leadership. This interactive course is designed for both aspiring leaders and those currently serving as superintendents, central office administrators, principals, assistant principals, or instructional coaches. Whether you're stepping into leadership for the first time or refining your skills after years of experience, this course provides the practical tools, insight, and support to lead with confidence and clarity.



## COURSE FORMAT

Rooted in building collective efficacy, each session combines leadership theory with personalized, hands-on learning. Leaders will engage in real-world scenarios, role play, peer dialogue, and collaborative planning—equipping them to foster stronger teams, more effective systems, and a healthier climate.

The course includes eight flexible modules that can be delivered across four or eight days with an option of adding a one-day team-building experience:

- Self-Management
- Staff Development
- Instructional Leadership
- Structures & Organization
- Managing Change
- Developing a Positive Culture
- Effective Communication
- Conflict & Crisis Management

## UPON COMPLETION, PARTICIPANTS WILL:

- Deepen their understanding of leadership theory and best practices across eight core domains.
- Gain confidence in navigating complex or challenging situations through scenario-based practice.
- Walk away with ready-to-implement strategies, structures, and tools.
- Receive access to support materials and resources.

Leaders who complete this course report improved personal effectiveness along with stronger relationships, more cohesive teams, and a measurable impact on culture and climate.



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