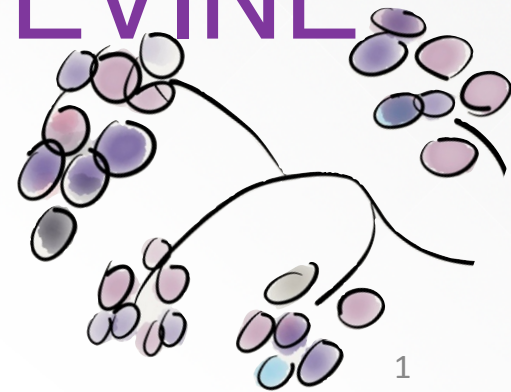
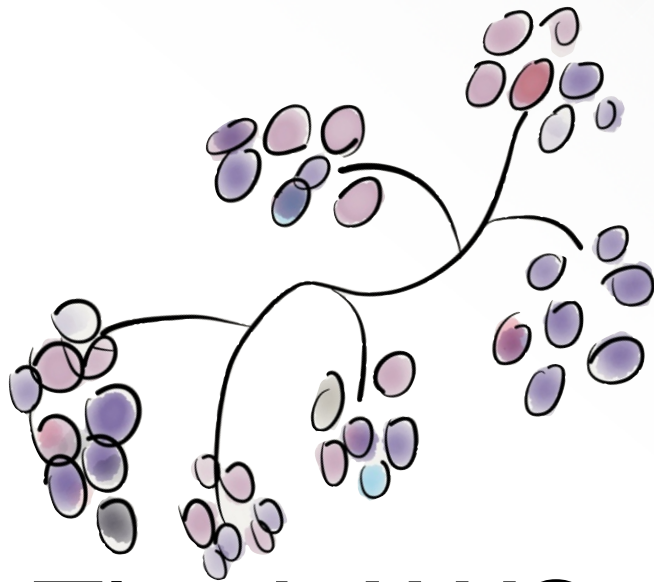


# The LAWS of the GRAPEVINE

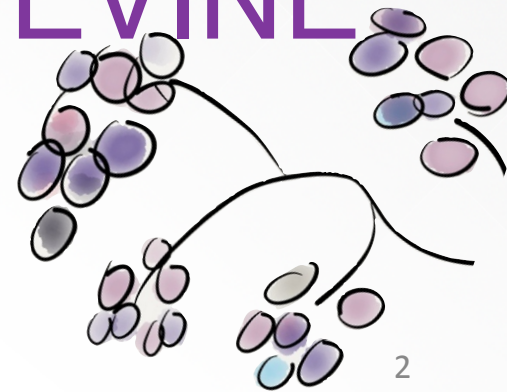
BY SCOTT E. BARRON





# The LAWS of the GRAPEVINE

## Chapter 1



# ABOUT ME



Scott E. Barron

[Scott@SchoolGrowth.com](mailto:Scott@SchoolGrowth.com)

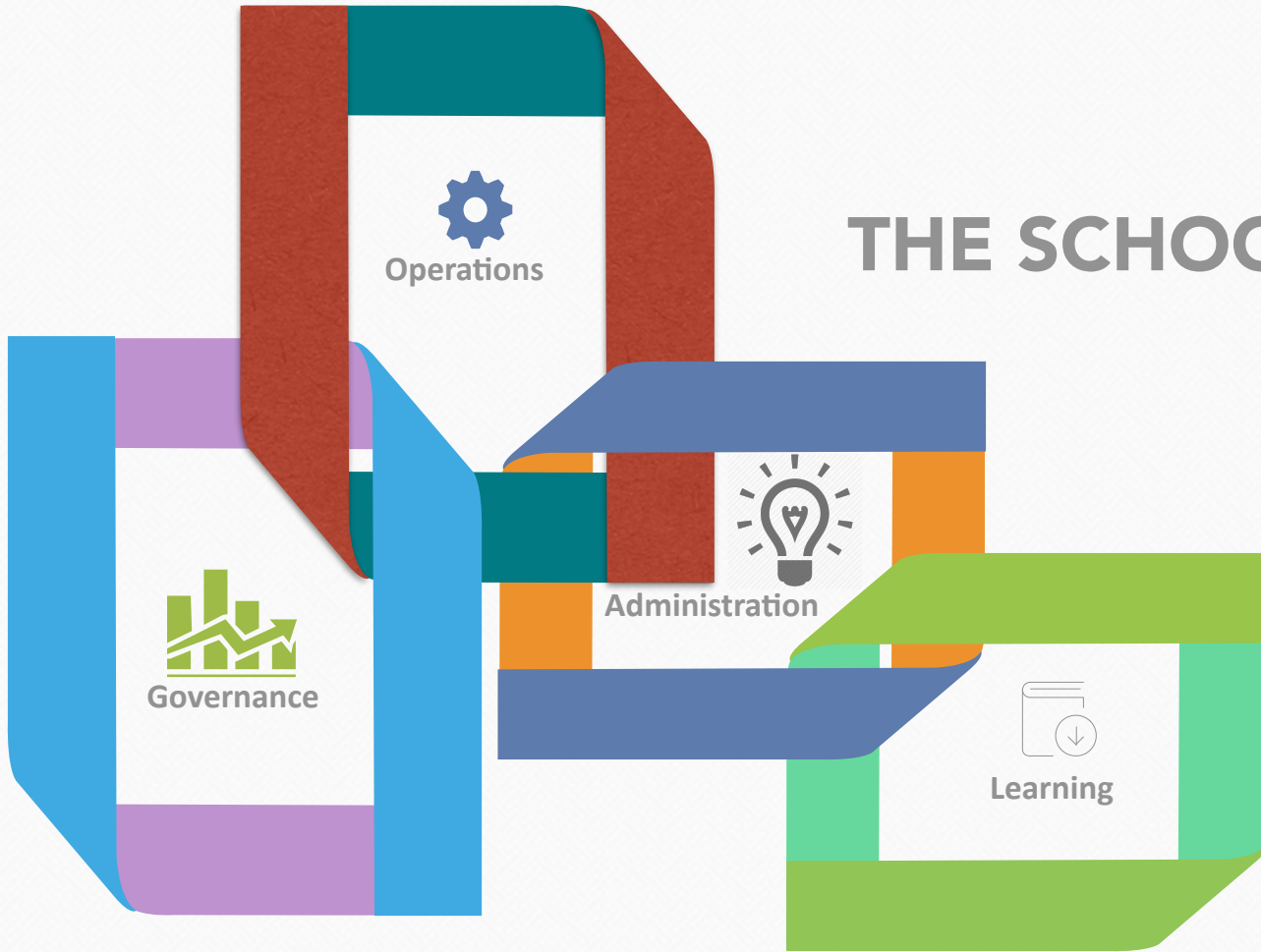
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[Facebook.com/SchoolGrowth](https://www.facebook.com/SchoolGrowth)

- Believer, Student, Family Member, Entrepreneur, Educator, Friend, Author, Leader, Follower, Board Member, Businessman
- 7 Years Learning to Teach
- 7 Years Learning to Lead
- 14 Years Learning to Innovate
- Now Learning to Build
- Yabwi: Yeah but what if...
- School Growth



The Yabwi Tree



# THE SCHOOL GROWTH LAB

The **Fastest & Most Effective**  
Way to **Improve** Schools



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# LAWS of the GRAPEVINE

FOR SCHOOLS



# SURVEY FEEDBACK

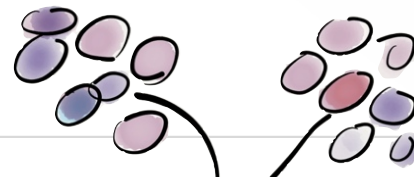
“Lack of timely communication creates gaps which opens the door to misinterpretation and deterioration of relationships among staff”

“Without effective and appropriate communication, positive relationships are almost impossible to form.”

“Effective communication skills are vital to all relationships!”

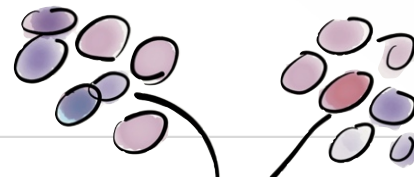
“Communication is the key to healthy, positive relationships both at work and at home. It is something that we all need to work on continuously. It doesn't just happen on its own.”

“I am in a leadership position for the first time in my life and find my communication skills need much improvement.”



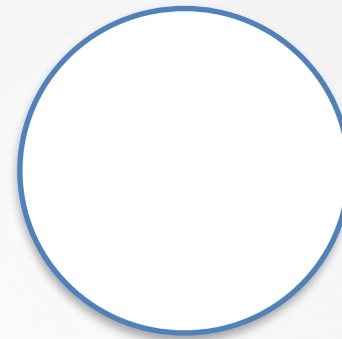
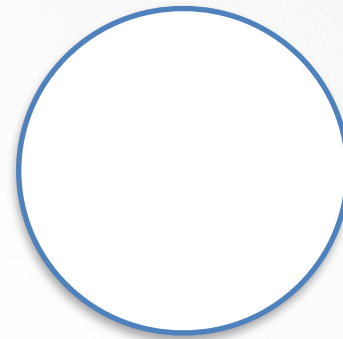
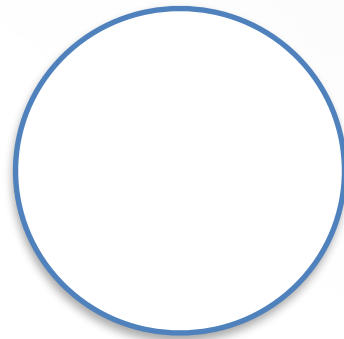
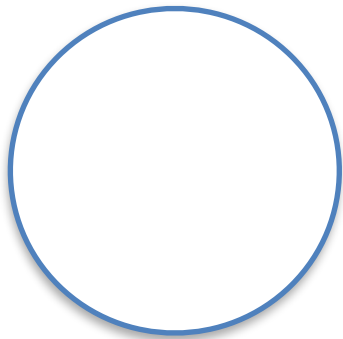
# SURVEY FEEDBACK

Poll: What are the biggest challenges related to communication for you and your school?



# MASTER COMMUNICATORS

HALL OF FAME

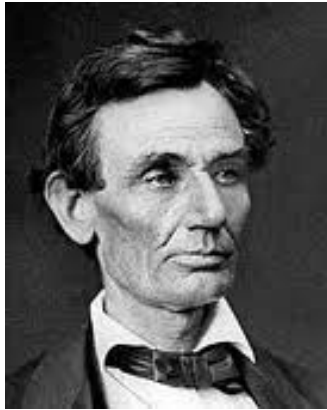


Who do you rate as a MASTER COMMUNICATOR and why?



# MASTERCOMMUNICATORS

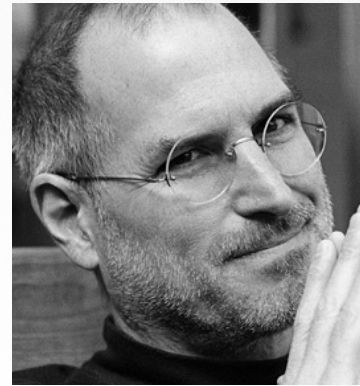
HALL OF FAME



**Abraham Lincoln**



**M.L. King Jr.**



**Steve Jobs**



**Andy Stanley**

**BELIEF ■ TRUST ■ COMMITMENT ■ JOY ■ COLLABORATION ■ CAPACITY**

# GRAPEVINE?

The human *networks*  
throughout your school and community  
that contribute to your ecosystem



# GRAPEVINE?

What do you know about your Grapevine?

*List some appropriate adjectives*




# GRAPEVINE?

What are the benefits of a healthy Grapevine?

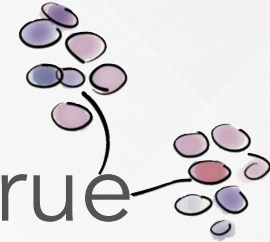



# GRAPEVINE?

What are the characteristics of your Grapevine?


# QUESTION

What would have to be true  
for you to say that you have  
a high performing  
leadership team?



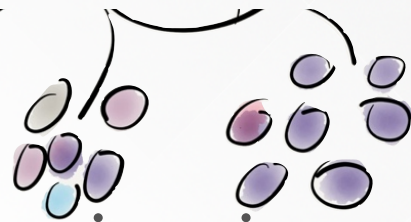
# RESEARCHDATA

“The New Science of Building Great Teams”  
by Alex “Sandy” Pentland, MIT Human Dynamics Lab

Patterns of communication  
is the most reliable predictor  
of a team's success



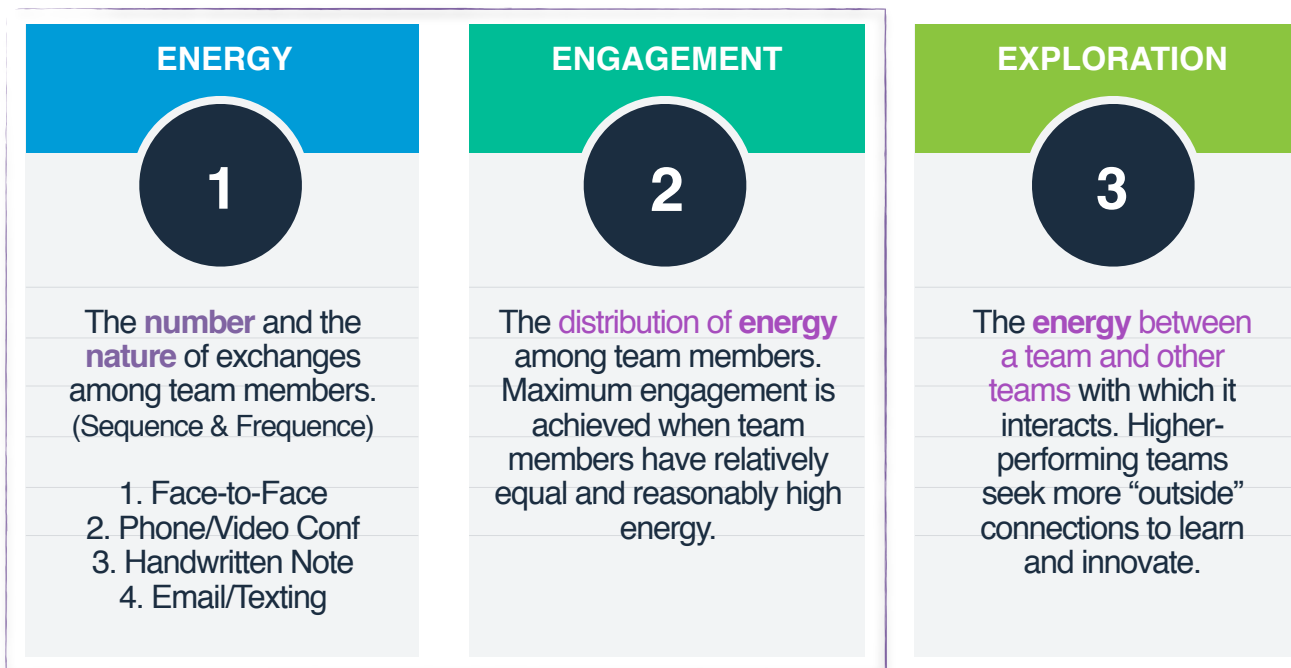
# RESEARCH DATA



Patterns of communication are as significant as all the other factors—individual intelligence, personality, skill, and the substance of discussions—combined!

*"The New Science of Building Great Teams"*  
by Alex "Sandy" Pentland, MIT Human Dynamics Lab

# RESEARCH DATA



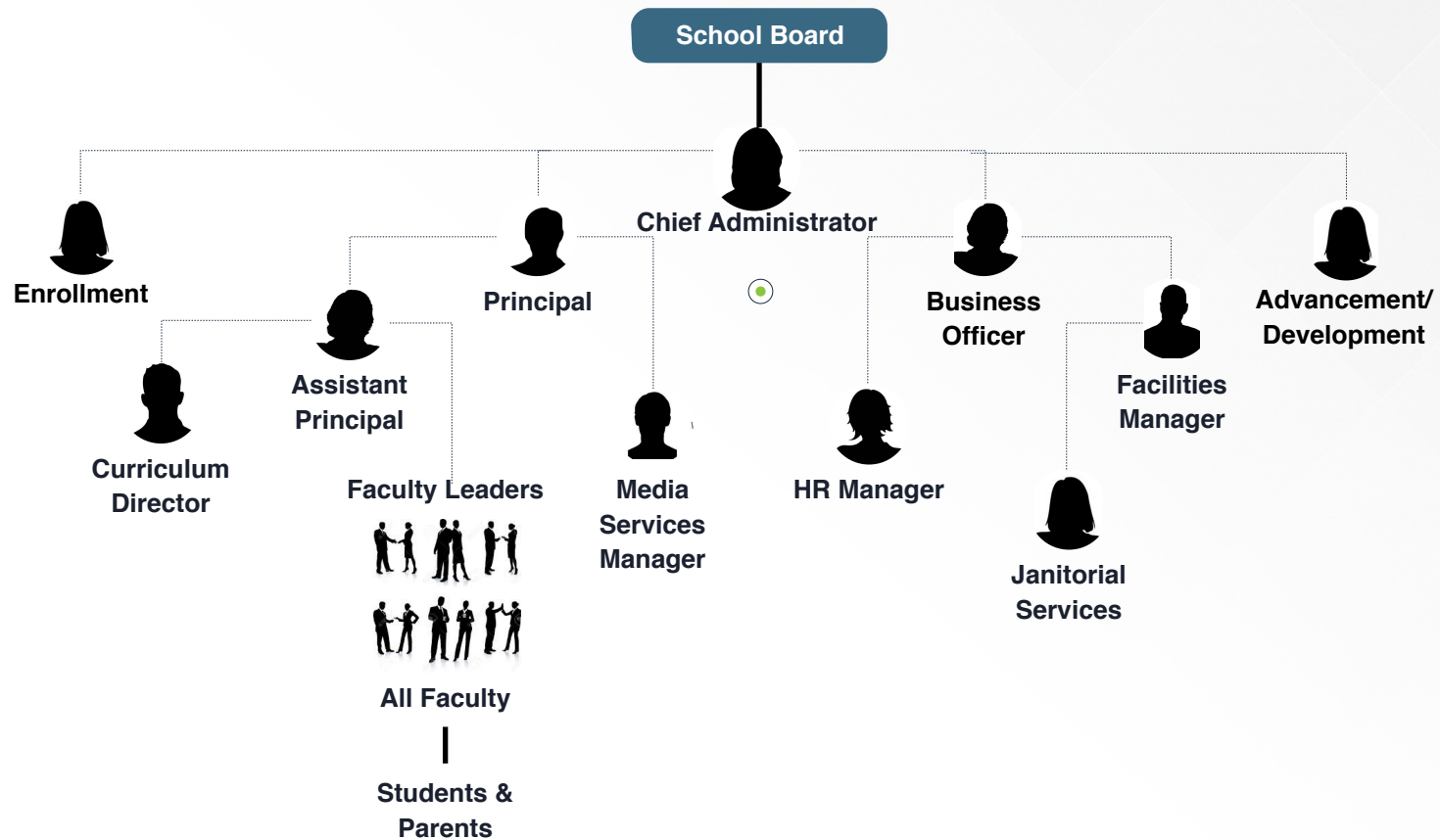
“The New Science of Building Great Teams”  
by Alex “Sandy” Pentland, MIT Human Dynamics Lab



# LAWS of the GRAPEVINE

Learning and mastering the disciplines that produce a healthy, productive culture along with the desired leadership outcomes.

# GRAPEVINEINTERNAL



# GRAPEVINEEXTERNAL

TARGET  
MARKET

KEY  
INFLUENCER

GENERAL  
PUBLIC

# GRAPEVINELAW #1

People derive the value of their relationship with you based on the **sequence** in which you share information

# GRAPEVINELAW #1

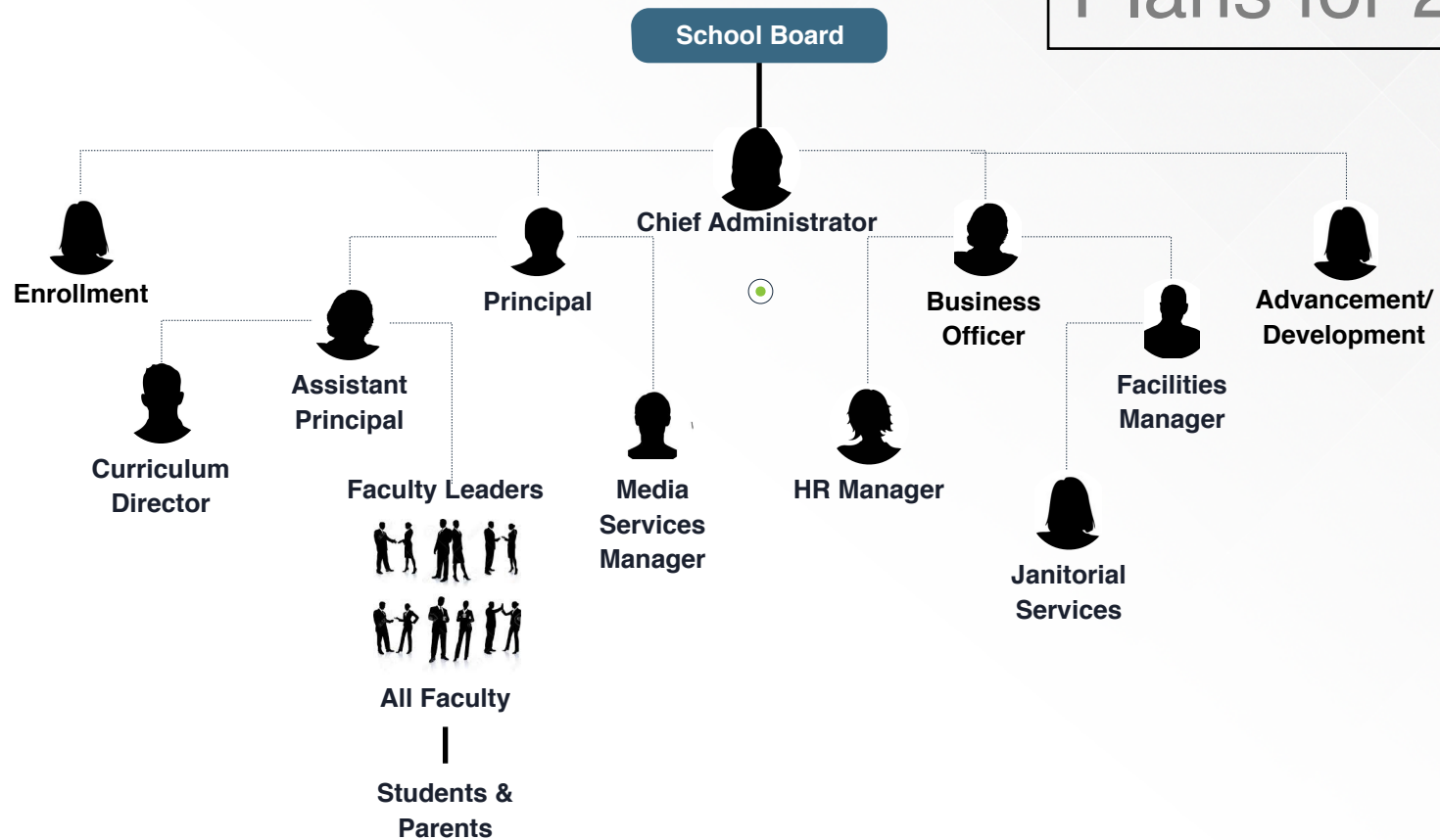
## Sequence

Up ■ Out ■ Down ■ Around



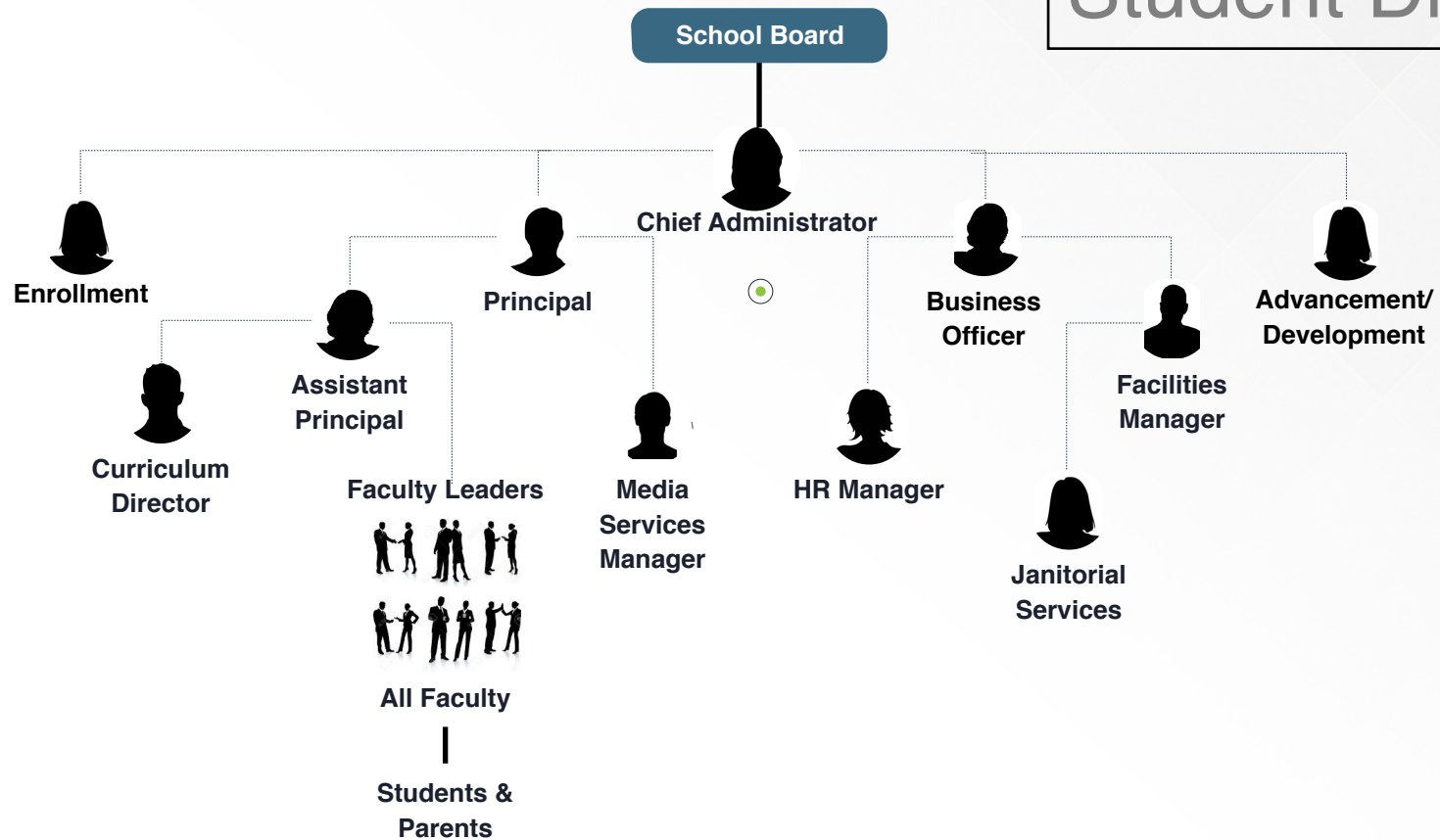
# GRAPEVINEINTERNAL

Message:  
Plans for 2016-17



# GRAPEVINE INTERNAL

Message:  
Student Discipline



# GRAPEVINE LAW #1

## Sequence: Up

The people to whom you are responsible

<i>What do they <u>need</u> to know</i>	
<i>What do they <u>want</u> to know</i>	
<i>Impediments</i>	
<i>Resources</i>	
<i>Goals</i>	

# GRAPEVINE LAW #1

## Sequence: Out

The people with whom you are responsibility

<b><i>What do they <u>need</u> to know</i></b>	
<b><i>What do they <u>want</u> to know</i></b>	
<b><i>Impediments</i></b>	
<b><i>Resources</i></b>	
<b><i>Goals</i></b>	

# GRAPEVINE LAW #1

## Sequence: Down

The people for whom you are responsible

<b><i>What do they <u>need</u> to know</i></b>	
<b><i>What do they <u>want</u> to know</i></b>	
<b><i>Impediments</i></b>	
<b><i>Resources</i></b>	
<b><i>Goals</i></b>	



# GRAPEVINELAW #1

## Sequence: Around

The people with whom you share an ecosystem

<i>What do they <u>need</u> to know</i>	
<i>What do they <u>want</u> to know</i>	
<i>Impediments</i>	
<i>Resources</i>	
<i>Goals</i>	