

Outline “details” to improve this year
Making tangible changes to increase parent satisfaction

“A *felt sense* ultimately is the result of a myriad of tiny details that lurk somewhere below our conscious awareness.”

Joseph Michelli, Author
*The Starbucks Experience:
Five Principles for Turning Ordinary Into Extraordinary*

Outline with your team "details" to improve for your parents this year.

This week's tip continues the series on improving parent satisfaction—and focuses on the second principle outlined by Michelli: Everything matters.

As part of pre-session (and after you've mutually agreed on your school's "ways of being"), I want you to decide as a group what you will do differently this year to improve parent satisfaction.

Ask each member of your team to list one detail they can personally improve for your parents.

This first detail to improve will likely be different for each teacher (or treasurer, or aide, or registrar). It needs to be something each person can change by themselves, not something requiring teamwork with another person.

Example: I commit to getting all my papers graded and scores posted online (RenWeb, SSM, etc.) by Monday morning each week.

If someone needs help thinking of this they should ask themselves: Is there anything that more than one parent has talked to me about? Is there something I can do to make life easier for my parents?

Work with your team to pick a detail you can jointly improve for your parents.

This detail should be something that affects all, or nearly all, the parents in your school. And it needs to involve your whole team. A+ work: looking at prior parent surveys to learn what would most please your parents.

Example: We will commit to curriculum mapping for language arts and sharing with parents what skills will be mastered by their child in each grade level.

Create a system for holding each other accountable—and asking your parents to hold you accountable.

Be sure to tell your parents what you'll be doing to improve their experience at your school. They will, most likely, be more than happy to hold you accountable. But in addition, they will be more likely to notice and appreciate your efforts if you let them know you are working to improve their experience.

For reference: You can get a fuller picture of why "Everything Matters" in the chapter with the same name in *The Starbucks Experience*.

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School size: All