

# Telling Your School Story

WRCCS Summit 2026

**Nick Pretasky**

Humanistic Leadership LLC

Listen. Learn. Lead.



# HOW WE DO SCHOOL - Mission

**HL  
Connection  
Cards**

What element of the school should more people be talking about?

When have you felt most proud of this school?

What is something the school should try if you knew that you could not fail?

What makes us different?

What is one thing about our school that should never change?

What element of the school should more people be talking about?

What makes us different?

What is your favorite part of the school day?

What is one thing about our school that should never change?

What has been the biggest highlight of the school year?

What do we tolerate that contradicts our purpose?

What is something we do differently than most schools?

**HL  
Connection  
Cards**

# The BBQ

A string of glowing light bulbs hangs in the foreground, slightly out of focus. The background is a blurred crowd of people at an outdoor BBQ event, with greenery and other lights visible in the distance. The overall atmosphere is warm and festive.

# POMS Storytelling



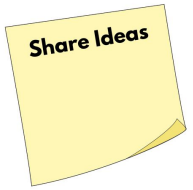
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# Why does your school exist?

## What is the specific purpose your school serves in the community?

# Where are you in your journey with purpose?





# Clarify the Promise

- What is our unique promise to students and families?
- How do we want students to feel here?
- What transformation do we want for students?
- What positive impact do we ensure that others schools may not?

## Draft school purpose sentence using these phrases

1. We exist to... so that every student...
2. Our purpose is to ensure every student...
3. Because we believe \_\_\_\_, we commit to \_\_\_\_ for every student.

# Purpose And Belief

What is the purpose of your school **AND** what beliefs do you have about student learning?

What is the community need that your school is addressing, or why does the school exist?

*We exist to ensure every student develops the skills, habits, and character to thrive academically AND to contribute meaningfully to their community.*

# Opportunity or Challenge

**Opportunity:** What barriers or challenges prevent student success?

**BUT**

*Traditional school structures prioritize compliance, averages, and pacing over actual learning, which can make it difficult for ALL students to develop the needed skills for long-term success.*

# Semantics: School Purpose-Mission-Vision-Values

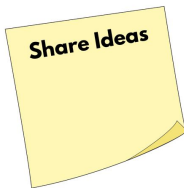
**Existence or Purpose:** Your school purpose, the problem you are solving, and/or the unique contribution you make in your community

**Mission:** What you specifically do to deliver that reason for existence and how you do it differently than anyone else

**Vision:** The picture of an ideal world when you have fulfilled your purpose

**Values:** A set of beliefs or attitudes that drive school behaviors, actions, and decisions

If/When your “**WHY**” is fully alive,  
what would people see adults and  
students doing every day?



List your 3-5  
**non-negotiable tenets**  
that *guarantee*  
your “WHY”

# Mission as solution

**Mission as Solution:** How do you do school?

**THEREFORE**

1. *Learner Agency*
2. *Mastery through Competency*
3. *Whole-Human Development*
4. *Real-World Relevance & Impact*

**Are you a successful school?**

**How do you know?**

**What is your indicator(s) for success?**

# Success Outcomes

**Success Outcomes:** What are the specific success outcomes you will see? **ULTIMATELY**

- Demonstrated student mastery of content
- Strong learning engagement
- Readiness skills and habits for future success

# Success Outcomes

**Success Outcomes:** What are the specific success outcomes you will see? **ULTIMATELY**

100% of students demonstrate growth on their future readiness skills and habits matrix measure each year.

# Clear Messaging

State the Situation (only one **AND**)

**BUT**

Challenge

**THEREFORE**

Proposed Solution

Replace “and then”

with “but” or “therefore”

Let's put it all together and tell your story!

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# POMS Storytelling



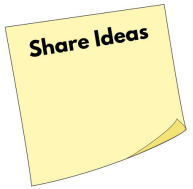
What is the purpose of your school AND what beliefs do you have about student learning?

What is the community need that your school is addressing, or why does the school exist?

Opportunity: What barriers or challenges prevent student success? **BUT**

Mission as Solution: How do you do school? What are your tenets? **THEREFORE**

Success Outcomes: What are the specific success outcomes you will see? **ULTIMATELY**



This resource was developed by Humanistic Leadership LLC.  
For more information, please reach out to [nick@humanistic-leadership.org](mailto:nick@humanistic-leadership.org).



**What? So What? Now What?**

**How will you use what you learned  
today to communicate better  
tomorrow?**

**Listen. Learn. Lead.**

# Thank you for your time and energy!

**Nick Pretasky**  
**Humanistic Leadership LLC**

[linkedin.com/in/nickpretasky](https://www.linkedin.com/in/nickpretasky)

**608-799-1537**

*We cannot summit the mountain without our whole team*

**Listen. Learn. Lead.**

