

INSIDEOUT BEST PRACTICES



RECOGNITION EVENT: TRANSFORMATIONAL LEADERS & COACHES CELEBRATION

To celebrate the work being done by InSideOut partners, we're highlighting their values-based leadership and culture-changing efforts on our blog.



On November 25, 2017, the Minnesota State High School League hosted the Transformational Leaders & Coaches Celebration, honoring educational leaders and coaches who have been instrumental in developing transformational, character-based athletic programs in their school communities. The ceremony was hosted during halftime of the large school game at Minnesota's football state championships—called the Prep Bowl. Hosting the event during the Prep Bowl helped to elevate the event's visibility and ensure the highest attendance possible among athletics and activities directors from across the state.

The celebration was preceded by a reception in the President's Box at US Bank Stadium, where Lester Bagley, the Minnesota Vikings' Executive Vice President of Public Affairs welcomed the group. The Minnesota State High School League's executive director also addressed the group, sharing gratitude for and reinforcing the impact of the work these athletics and activities administrators have in their schools, on their student-athletes, and on the broader statewide community. Families of the award winners were invited to attend, and the group was able to build community and network over appetizers.

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SHARE WITH US

We love to hear from our partners about the transformative work you're doing in your communities. If you have a story to share, please visit <https://insideoutinitiative.org/take-action/#sharejourney> for a chance to be featured!

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The ceremony itself took place on the field during halftime. Award winners lined up on the field as their name, school, and award were read aloud, and then were provided with a plaque in recognition of their transformational leadership. Following the ceremony, the Vikings organization opened up their locker room for the winners to tour.

InSideOut AD Partner Matt Percival was among the award winners—gaining recognition and visibility that helped him get the attention of his school board and ultimately to work towards long lasting culture change. “Our entire school community benefits from this work,” Matt said. “We will never be done with this process. Success is not defined by a win. Instead, we (coaches) are asking students, ‘What did you learn? Did you have fun? Did you improve? Did you do your best? Did you help others succeed? Were you a great teammate? How did you handle winning?’ Now, that’s defining success.”

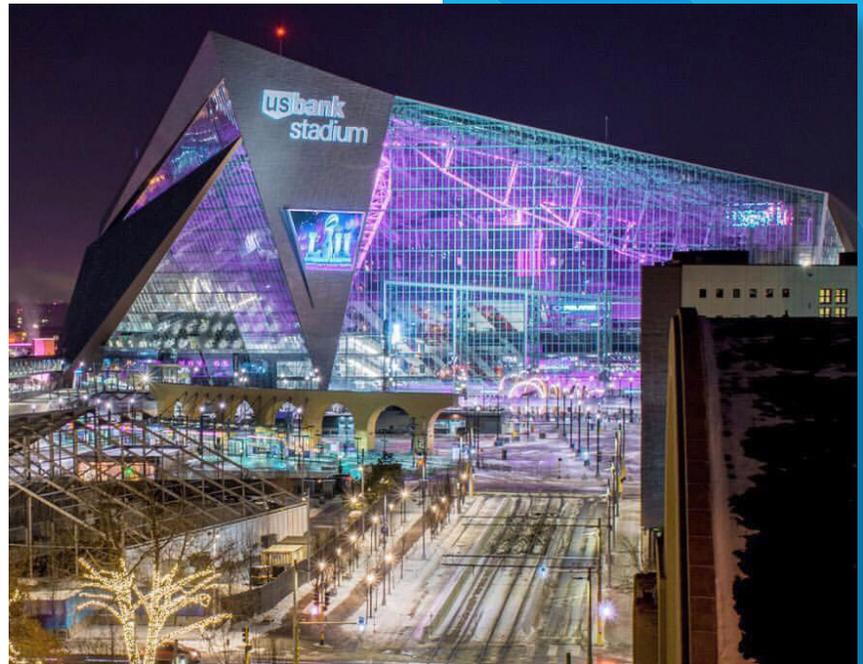


Photo credit: Super Bowl 52 Legacy Fund

IDEAS FOR A TRANSFORMATIONAL LEADERS CELEBRATION



- Host at your local NFL stadium during a preseason game or during the state football tournament
- Incentivize attendance and participation with access to the team locker room or other exclusive visibility
- Ensure association and NFL leadership are in attendance to recognize the transformational leaders
- Provide a plaque or other award featuring InSideOut’s logo or language
- Pitch coverage to local media to ensure school board and other school community leadership have visibility into the work