



OTTAWA-CARLETON  
DISTRICT SCHOOL BOARD

EDUCATING FOR SUCCESS – INSPIRING LEARNING AND BUILDING CITIZENSHIP



# District Leadership Awareness Campaign



## Leadership Study has led to....

### Changes in Practice

### Narrative

### P/VP Selection Process

### Intern Program



# District Leadership Awareness Campaign

- ✓ **Communicate the key messages contained in the Leadership Narrative**
- ✓ **To develop an innovative awareness campaign that would involve people in the leadership initiative**



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- ✓ **Engage stakeholders in a discussion and reflection of leadership in the OCDSB**
- ✓ **Develop communication vehicles so that people can find out more about the leadership initiative**



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- ✓ **Ensure that people feel like they have a voice in the leadership initiative**



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**Sought input at the system level..**

**What strategies would you suggest we use in our campaign to raise the level of awareness of the Leadership Narrative and the findings of the Leadership Study?**



**LEAD  
THE WAY**



## Leadership in the O.C.D.S.B.

Leadership is exemplified by people who are able to impact those around them in a positive way. Our leaders are energetic, empathetic, motivated, trustworthy, knowledgeable and good communicators. Our leaders share a common vision in their commitment to all students. Our leaders understand that their role is one of support. They lead by example, they seek input, and they listen. As an organization, we encourage and foster these qualities. In challenging and prosperous times, we are defined by the relationships we build.

# MAKE A POSITIVE IMPACT



**LEAD  
THE WAY**

Support. Guide. Encourage.  
Lead By Example, Seek Input, Listen




Lead The Way is  
an initiative of the Ottawa-Carleton  
District School Board to encourage and  
recognize informed leaders of every level.

[www.leadership-matters.ca](http://www.leadership-matters.ca)

# MAKE A POSITIVE IMPACT



## Lead The Way

is an initiative of the Ottawa-Carleton District School Board to encourage and recognize informal leaders at every level. 



### Stories

*We all know one – a person that is making a difference in the lives of others.*



#### Our Leaders

People who are able to impact those around them in a positive way exemplify leadership [>>>](#)



#### Inspire Leadership

Discover more about leadership. Share your ideas and, learn what others think. [>>>](#)



#### Submit a Story

Send us your leadership stories. Celebrate individual's contribution [>>>](#)





*You Lead the Way.*



*Brian Wade*

Itinerant Educational Assistant at Confed

*Brian is making a significant difference in the lives of our students.*





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## Discuss Lead the Way

- ✓ **Share ways to recognize people**
- ✓ **Plan to incorporate what you have learned from Lead the Way**
- ✓ **Post a recognition on the Website**
- ✓ **Write a Lead the Way card to someone**



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## The Challenge...