



Growing a Classical School: How Unified Leadership and Teamwork Creates Sustained Growth With Dr. David Seibel

Lecture 12: Using a
Strategic Vision to
Grow Fundraising and
Fill Classrooms

Outline:

Using a Strategic Vision to Grow Fundraising and Fill Classrooms

- What is a child? What is a child for? For what purpose do children exist? What is the true nature of a little boy or little girl? These questions move you to truth.
- Children are made in God's image and they are divine clay to be molded so that they can know God and enjoy him forever.
- The biggest threat to classical Christian education is pragmatism within boards.
- Budgets, bodies, and buildings must all be seen as servants to producing and teaching and learning.
- Entrepreneurship is a direction setting tool of leadership.
- Strategic vision is made up of four parts.
 - **Mythos:** This is where you describe the ideal in story form (portrait of the graduate in a story).
 - How do you tell a mythos that draws people in?
 - A good mythos will appeal to your target audience.
 - **Leadership DNA:** Where does culture come from? It comes from paideia (or enculturation).
 - Ordered loves
 - First things first
 - **Leadership structure:** This is where the chain of command is clarified (org chart).
 - **Strategic planning:** The value is in getting people on the same page so they are looking in an aligned fashion.