

Culture Building: Emerging from COVID-19 with Excellence and Community

David W. Montgomery, D.M.A.
Associate Professor of Music Education, Baylor University
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Can something that has been broken be put back together in a way that makes it more beautiful than ever before? ~Matthew Kelly, author

Flourishing

- The arts reveal human flourishing
- Culture permits flourishing

Culture: from the Latin 'cultus' which means 'care'

Culture

- Everything flows from the culture
- Trickle down
- People-centric
- Who. What. How.

You can dream, create, design, and build the most wonderful place in the world...but it requires people to make the dream a reality. ~Walt Disney

Defining Your Vision

"I want to have an ensemble/program that values_____."

"I want to work with people who value_____."

"This ensemble/program values_____."

"These people value_____."

People crave appreciation more than they crave bread. ~Saint Mother Teresa

Acceptance

- Loneliness
- Personal connections
- Team-building and social activities
- Repeated reminders of "you matter" and "you belong"

Integrity: from the Latin 'integer' which means 'whole'

Trust

- Who can I trust? Am I safe here?
- Becoming trustworthy: Time. Consistency. Proof.
- Relationships and Safety
- Gossip
- Integrity

Just make up your mind at the very outset that your work is going to stand for quality...that you are going to stamp a superior quality upon everything that goes out of your hands; that whatever you do shall bear the hallmark of excellence. ~Orison Swett Marden, author and businessman

Expectations and Standards

- Set the bar high
- Mastery over fundamentals
- Clarity
- Rigorous, not ruthless
- Consistency
- Rewards
- Three biggest culture killers: low expectations, inconsistent expectations, and gossip

Listening is a magnetic and strange thing, a creative force. The friends who listen to us are the ones we move toward, and we want to sit in their radius. ~Dr. Karl Menninger

Communication and the Power of Words

- Overtly Positive, Encouraging, and Optimistic
- Saturated
- Verbal, Non-Verbal, and Listening
- Feedback
- Honest
- Quotes

The key to successful leadership today is influence, not authority. ~Kenneth Blanchard, author

Catchphrases

- Short, simple phrases that express a deeper meaning
- Encapsulate the values and ideals of the program in just a few words
- Serve as reminders of who we are, why we do what we do, and how we do it
- Define the culture
- Keep Your Head Up
- Serviam

The more that you read, the more things you will know. The more that you learn, the more places you'll go. ~Dr. Seuss

Recommended Reading

- *The Culture Code* by Daniel Coyle
- *Good to Great* by Jim Collins
- *The 21 Irrefutable Laws of Leadership* by John Maxwell
- *Wooden on Leadership* by John Wooden and Steve Jamison
- *Leading with the Heart* by Mike Krzyzewski and Donald Phillips
- *With Winning in Mind* by Lanny Bassham

Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others. ~Jack Welch, former Chairman and CEO of General Electric

Contact Information

- David_Montgomery@Baylor.edu
- ServiamLeadershipAcademy.com