

# Create the Wave and Ride It

Bringing Meaningful Change  
to Your School or Agency in  
Order to Achieve Significant  
and Desired Behavioral  
Outcomes



# The Wave Origin



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## Think **BIG**... Start small

Pilot Cases to Concentrate Your Resources  
Towards

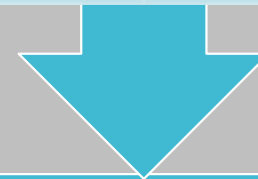
Be Confident in the Initial Cases You Select



## Create a Sense of Urgency and “Buzz” Around the Paradigm Shift

Pinpoint and Highlight the Failure of  
Status Quo

Formulate Visions of What Change Can  
Look Like



## Building the Guiding Coalition

Put Together People Who Have Necessary  
Drive and Skills

Providing Space for Professional  
Development, Team-Building and  
Collaboration

# Riding and Navigating the Wave



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## Develop the Vision and Strategy

Paradigm Shift in How We Treat Any Challenging Behavior

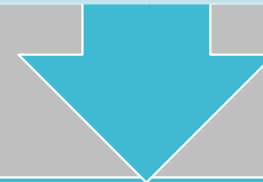
Universal Protocols



## Communicate the Freaking Vision

Using Anecdotal Stories to Highlight Success and Build for Change

Mantras and Branding (e.g., "Televisible", "HRE")



## Remove Obstacles

Identifying Those Not Aligned with the Freaking Vision

Combatting the "Never Enoughs..." (i.e., never enough time, never enough staff, never enough space)

# Making it Last



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## Create Short-Term Wins

Results of Aligning Your Champions with Cases that are Winnable

Carry Out Early Implementation Steps with Pilot Cases

## Don't Let Up

Feed the System with Energy

Constantly in Motion (bringing the process to new cases "in-house" and/or disseminating out to the world)

## Make Change Stick

Initiative Becomes the New Standard

Make Change Part of the Culture