

Lei, leer en inspireer  
Lead, learn and inspire

How must the school position itself strategically?

24 August 2017  
Mrs Zinnette de Wet

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**MSM**

- Chapter 13.3: Whole School Evaluation
- Chapter 16.1: School Policy and the Effective (Best Practice) School

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**WHY?**      **WHAT?**



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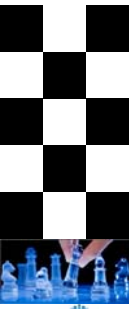
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**Name of the game**

- **RELEVANT**
  - Growth mindset
  - Design mindset
  - Iteration
- **REPUTABLE**
  - Value driven
  - Reliable



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**WHAT?**




(How must the school position itself strategically?)

**RELEVANT? (related)**

Face value  
Ethos  
Buildings  
Equipment  
Dept; All Staff;  
Parents; Learners

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**WHAT?**

(How must the school position itself strategically?)

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**WHAT?**

(How must the school position itself strategically?)

**Positioning** helps establish identity within the eyes of the stakeholder.

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**HOW?**

(How must the school position itself strategically?)

- Differentiate
- Drive
- Deliver

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**HOW?**

How must the school position itself strategically?)

• **Differentiate**

- Character: Code, Expectation, Responsibilities
- Facilities: Maintenance and Development plan
- Stakeholders: RCL, SH, GH, SMT, EXEC, SGB, HOD

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**HOW?**

• **Drive**

- Celebrate identity
- Sustain focus
- Implement performance measurement tools

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**STRATEGIC POSITIONING**

• **Deliver**

- Learners with **RELEVANT** skills
- Learners with **REAL** identities.
- **REPUTABLE** citizens

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