

The Student Support Leadership Initiative in Algoma District

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How to drive change forward
without any leverage



SWITCH

HOW TO CHANGE THINGS

WHEN CHANGE IS HARD

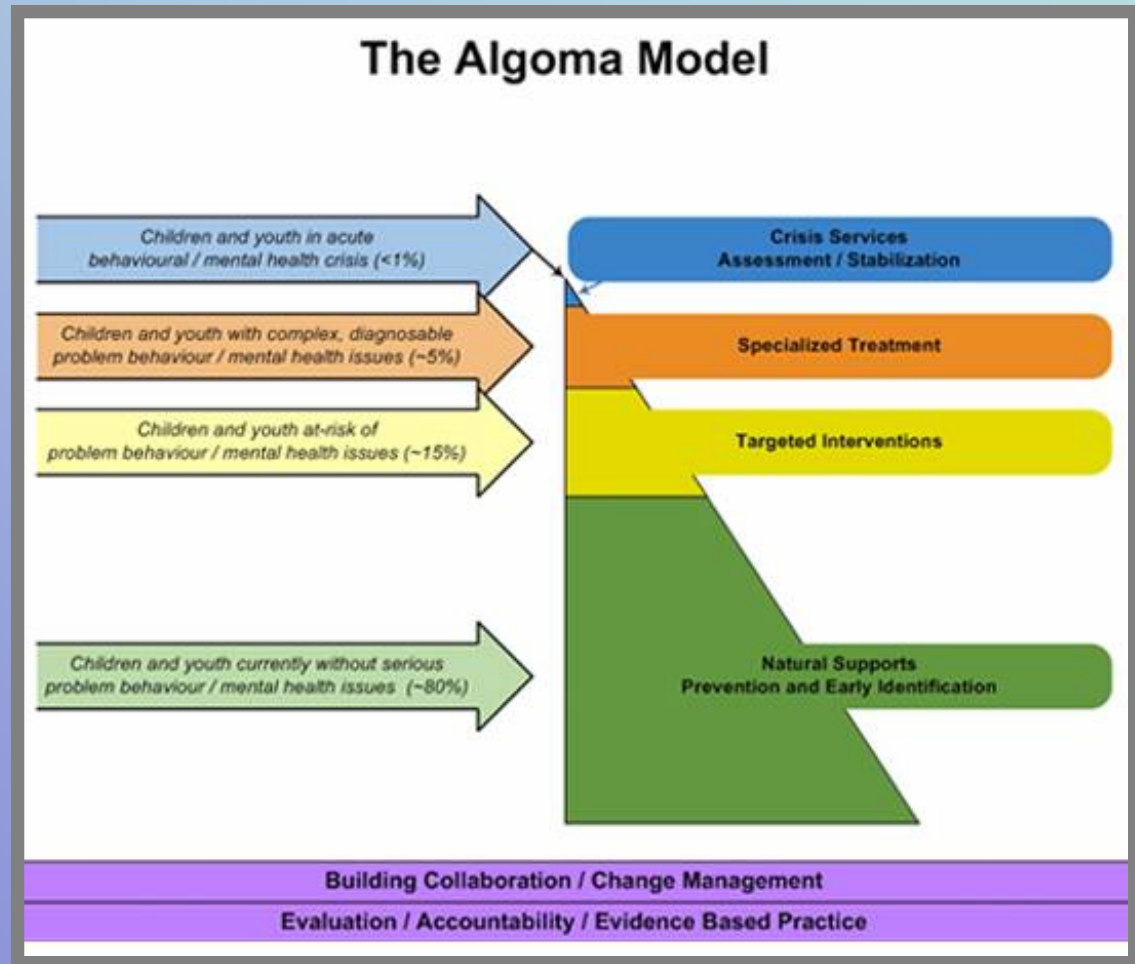
CHIP HEATH & DAN HEATH

THE BESTSELLING AUTHORS OF **MADE TO STICK**

**Provide crystal
clear direction**

Provide crystal clear direction

Point to the destination



Provide crystal clear direction

Script the critical moves

The screenshot shows a web browser window displaying the official website of The Algoma Model. The browser's address bar shows the URL <http://www.algomamodel.ca/index.php>. The website header includes the logo for 'THE ALGOMA MODEL' with the tagline 'STRENGTHENING PARTNERSHIPS, SUPPORTING OUR YOUTH' and the website address 'WWW.ALGOMAMODEL.CA'. To the right, it states 'Algoma Region Community Partners' and describes the approach as 'A Collaborative, School and Community Based Approach to Child and Youth Problem Behaviour and Mental Health Issues that Promotes Positive Healthy Communities.' A navigation menu on the left lists: WELCOME, WHAT IS THE ALGOMA MODEL, YOUTH SERVICES LISTING, TEEN SITES, CONTACT INFO / FEEDBACK, and SERVICES SEARCH. Below the menu is a search bar with the text 'Search Site' and a 'GO' button. The main content area features a large photograph of a diverse group of young people. Below the photo is a 'Search For Services' button and four service categories: 'Prevention' (Positive & Supportive School Climate, Including Community-based Prevention Services and Learn More), 'Support' (Targeted Mental Health Interventions, Community-based Supports and Learn More), 'Treatment' (School-Based Treatment, Behavioural Interventions and Supports and Learn More), and 'Crisis' (Crisis Services / Assessment / Stabilization and Learn More). At the bottom left, there is a quote: 'Mental health is a state of well-being in which the individual realizes his or her'. The bottom right of the page has a 'WELCOME' heading and a paragraph: 'This website is a portal developed to assist in searching key services, supports and resources in the area of community mental health and well-being of school-'. The Windows taskbar at the bottom shows the Start button, icons for Microsoft PowerPoint and the website, and the system clock showing 7:09 AM.

Provide crystal clear direction

**Find the
bright spots**



**Engage people
emotionally**

Engage people emotionally

**Find
the feeling**



Engage people emotionally

**Shrink
the challenge**



Engage people emotionally

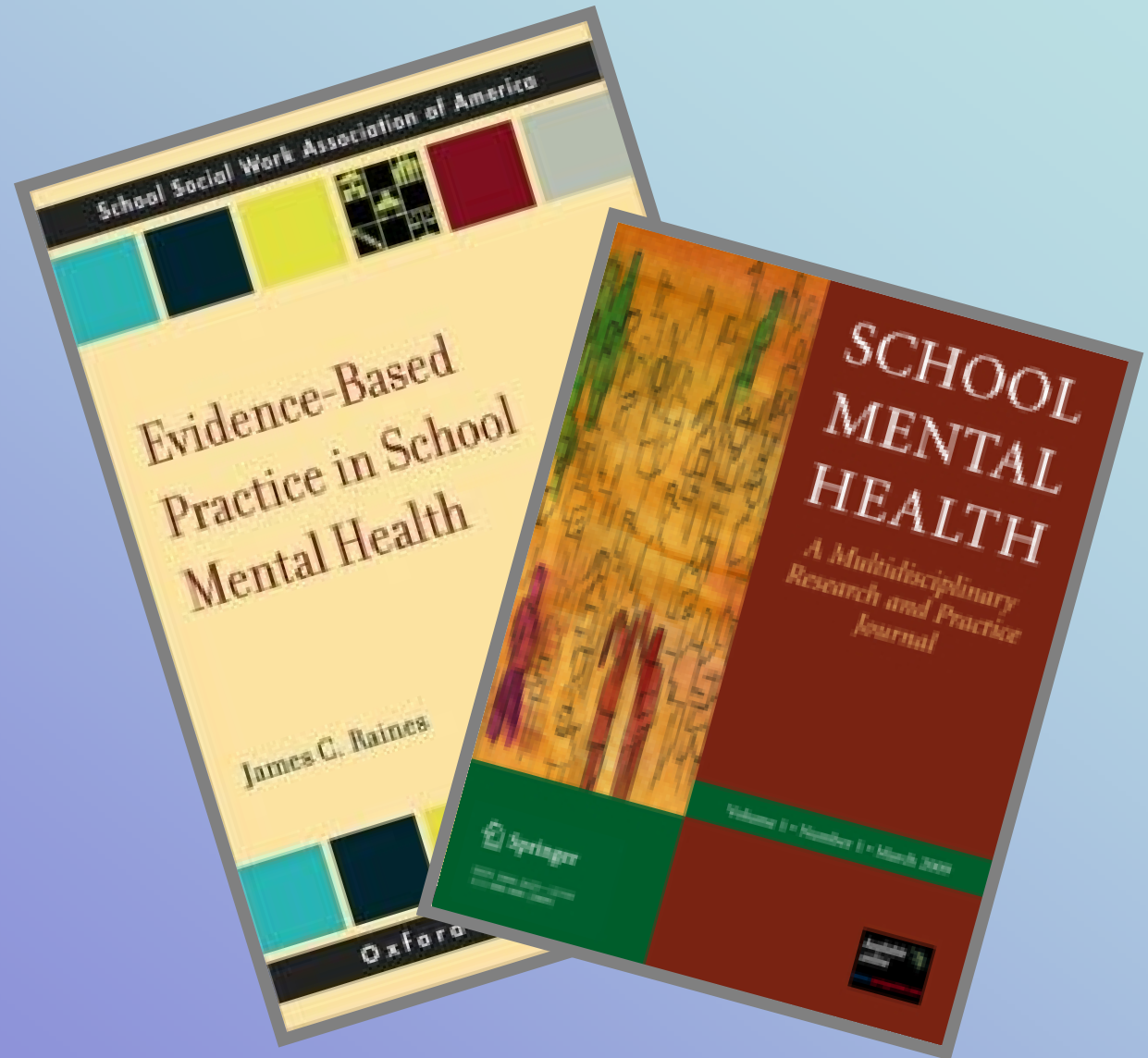
**Cultivate
a new
identity**



Manage the environment

Manage the environment

**Build
the program**



Manage the environment

**Build a
supportive
environment**



Manage the environment

**Build
the team**



Our Approach

- Provide crystal clear direction
- Engage people emotionally
- Manage the environment

References

www.AlgomaModel.ca

Switch: How to Change Things When Change Is Hard
Dan Heath & Chip Heath, 2010, Random House

Lynn MacKenzie, Algoma Family Services, Sault