

Team Building and Collaboration

Gold Key Workshop- Presented by Ohio PTA



PTA Mission and Values

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.



PTA Values

Collaboration: We will work in partnership with a wide array of individuals and organizations to broaden and enhance our ability to serve and advocate for all children and families.

Commitment: We are dedicated to children's educational success, health, and well-being through strong family and community engagement, while remaining accountable to the principles upon which our association was founded.

Diversity: We acknowledge the potential of everyone without regard, including but not limited to: age, culture, economic status, educational background, ethnicity, gender, geographic location, legal status, marital status, mental ability, national origin, organizational position, parental status, physical ability, political philosophy, race, religion, sexual orientation, and work experience.



PTA Values Continued

Respect: We value the individual contributions of members, employees, volunteers, and partners as we work collaboratively to achieve our association's goals.

Accountability: All members, employees, volunteers, and partners have a shared responsibility to align their efforts toward the achievement of our association's strategic in



Today's Goals: (for our workshop)

- ★ Build strong teams
- ★ Help you build team culture
- ★ Collaborate effectively
- ★ Build and boost team morale



What Makes a Strong Team?

- What do you think makes a team work well together?
- What challenges have we faced as a PTA team in the past?
- How do we define success as a team?



Building A Strong Team Through Collaboration

Shared Purpose – Everyone understands why we're here. We work together to make the PTA mission happen at our school and in our community.

Trust- the team feels safe to express ideas, be vulnerable, and make mistakes without the fear of judgement. Trust is built through consistency and listening.

Open Communication – We ask, listen, and clarify often. This prevents misunderstanding and builds trusted connections

Respect and Trust – We value all voices and assume positive intent. Every voice matters and is heard.

Defined Roles – Everyone knows how they contribute.

Support and Flexibility – We help each other succeed and we are committed to moving the association forward together.



Help you build team culture

What is organizational culture?

Gallup defines culture as simply "how we do things around here."

Why is culture important?

Culture defines how people perceive your organization from the inside and the outside.

Your organization's culture affects how the world identifies your brand.



What Does Culture Affect?

Recruitment of leadership (clarity of mission, vision, and values)

Confidence of stakeholders (positive image by community and stakeholders)

Alignment to the mission (philosophy, beliefs, decision-making, achievement of purposes and goals)

Innovation of thought (creativity, problem-solving)

Most importantly, culture affects the engagement of the team (trust, respect, accountability, communication, collaboration).



The Cultural Mindset

A positive culture only occurs with intentional planning and investment.

It takes thought, energy, and time.

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The cultural mindset should have three points of focus:

- Commonalities
- People
- Environment.

The Korn/Ferry Institute calls it “culture by design.



Focus on commonalities: The Why

- **Mission-** Recite the PTA mission and encourage others to do the same
- **Values-** Learn the PTA values and make note of when you are using them
- **Goals-** State your goals at your meetings and to everyone
- **Priorities-** Look in your bylaws/standing rules for what you need to accomplish and add from there



Focus on people: The Who

– Experience

Prior PTA experience or other organizations or work experience

– Knowledge

Who has been to training? Who needs to go? What can you do from home?

– Relationships



Who is friends with whom? How can this affect working relationships?



Focus on environment: The How

Structure

Where are you sitting during the meeting? Where is it being held? *Not all parents are comfortable in school*

Processes

Are you following Robert's Rules? How are you making sure everyone is being heard?

Comfort

Does your team feel comfortable speaking up? Coming up with new ideas? Do you feel comfortable leading them?



Requirements for Positive Culture

Shared understanding: Understanding every member of the team —their likes, dislikes, needs, strengths, circumstances, context of their work environment, etc.



Shared identity: The feeling that the team is a real team that is connected with a sense of us and team.

Psychological safety: A environment marked by mutual trust and respect, where every member is important and protected equally.



Source: David Burkus, organizational psychologist and author

Magic Questions



"Magic questions" are questions designed to spark engaging, meaningful conversations, moving beyond typical small talk.

A question is good for a group when it's both interesting to each person to answer and each person would be curious to hear everyone else's response.

IDEAS

- What was the #1 song the day you were born?
- Which of the PTA values do you think is the most important?
- Are you TEAM Advocacy or Team Membership?
- What is your Guilty Pleasure song to sing along to?
- What is something you have too much of?
- What is your favorite ingredient in a cookie?
- When in conversation do you listen or wait to talk?



Strategies for building up the team

Onboarding and reboarding. Provide a foundation of knowledge, information, and resources for new team members and a refresher for returning team members.

Norms and ground rules. Adopt standards for behavior and protocol after full board discussion.

Leaderboards for status and achievements. Use tools to track and share goal and project milestones.



Strategies for building up the team cont.

Pre- and post-meeting chats. Plan informal, non-mandatory time for personal interaction.

Reverse mentorships. Launch a program to empower younger/newer members to share insights with experienced members.

Cultural exchange. Provide opportunities for members to share stories, recipes, crafts, etc. to create a deeper understanding and respect for the diversity of the team.

Plugged and unplugged retreats. Plan structured time outside of board meetings to focus on business (i.e., strategic plan/goal setting) and non-business-related (i.e., teambuilding) topics.



Questions to Ask Yourself and Your Board

On a scale of 1 to 5.

1. Our board understands and supports the PTA vision, mission, purposes, and values.
2. Our board's decisions and actions are directed by the PTA vision, mission, purposes, and values.
3. Our board references the PTA vision, mission, purposes, and values regularly in discussion.
4. Our board's efforts are mission-, goal-, and value-driven.
5. Our board considers the impact of their decisions on stakeholders—children and youth, families, educators, administrators, sponsors, partners, elected officials, and the community-at-large—before taking action.



Practical Tips to Working Together

Communicate Early and Often

- Don't wait until the last minute—keep your team informed from the start.
- Use group chats, emails, or shared docs to stay on the same page.
- Clarify who is doing what and by when.

Respect People's Time

- Start and end meetings on time.
- Come prepared.
- If someone can't make it, send a recap or notes to keep them included.



More Practical Tips for Working Together

Working as a team doesn't have to be complicated but it does require intention.

Listen to Understand

- Let others finish speaking before responding.
- Ask clarifying questions instead of making assumptions.
- Acknowledge ideas, even if they aren't used.

Be Flexible and Supportive

- Be open to different ways of doing things.
- Offer help if someone is overwhelmed.
- Focus on solutions, not blame.



Questions???



<https://www.ohiopta.org/>



Thank you for your attendance!

The next session starts soon.

This is a GOLD KEY WORKSHOP please bring your paperwork forward to be signed.

