



Ride for the Brand

Curriculum and Supplemental Materials Guide: is a description of the materials in this module, their location within the PowerPoint Package, and recommendations for their use in the context of the Doc Buchanan Leadership Academy professional development.

- **5 Minute Activity** is designed as a short introduction to the philosophy to use in standing leadership meetings. Each activity includes a short reading from the book *Leadership Philosophies of the Clovis Unified School District* and discussion prompts in the 101/201/301 format.
- **Facilitator's Guide:** This document includes an outline of the philosophy, values, Doc's Charge quote, and supplemental materials.
- **Doc B Leadership PPT** – High Standards (also included as Part I, Part II, and Part III). This PowerPoint with speaker notes guides facilitators through presentation of a three-part lesson on the leadership philosophy “Ride for the Brand”. Each philosophy curriculum includes a PowerPoint package as its cornerstone, and each is divided into three parts with supplemental readings, discussion prompts, and video elements embedded into the package. Presenters are encouraged to personalize the content to introduce their own examples of mentors and leadership experiences, and if appropriate, add slides with current events/discussion points as appropriate to the audience.
 - **Part I** is an introductory section focused on an overview of the philosophy, value statements and quotes from Superintendent Doc Buchanan along with an approximately 8-minute-long video featuring interviews with former and current leaders about the origin of the philosophy in our district's history and its implementation over time. Discussion prompts (typically broken into 101/201/301 levels to be selected based on the leadership experience level of participants) are provided as well as graphic organizers for use with video content.
 - **Part II** dives deeper into the practical implementation of the value statements and Doc Buchanan quote. Part II may include additional short videos, readings, and discussion prompts.
 - **Part III** takes a step outside of our organization and introduces third party organizational theorists speaking to the value and purpose of a particular leadership philosophy of Clovis Unified. Section III provides a book resource that can also be used by leaders as a team-wide book study.
- **Graphic Organizer - Overview Video:** For use with the overview video on Slide 6 of the PPT package.
- **Graphic Organizer – Dan Kaiser Video:** For use with slide 20 if the PPT package.
- **Ride for the Brand** in mp4 format: Provided as a stand-alone but also embedded into the PPT package. The standard introduction featuring Doc reciting portions of Doc's Charge interspersed with clips of historical speeches is included in each of the overview videos but can be clipped if the group participating in the leadership session is already familiar with the purpose of the Leadership Academy.
- A *Historical Overview of CUSD* was written by Doc Buchanan in the 1980s. Sections of this book are used throughout the curriculum to provide background in Doc's own words. These readings accompany content on Slides 12 of the PPT during Section II.
- **There are two articles** which accompany the PPT package: *What it Means to Ride for the Brand* with slide 5 and *What Happened to Riding for the Brand* with slides 16 and 17.
- **5 Levels of Leadership** by John Maxwell summary accompanies Part III of the PPT package on slide 22.