

Figure 2.11: Guiding Questions for Designing Big School Goals

Guiding Questions	
Envisioning the Future	
1.	If we could fundamentally transform one aspect of our school, what would have the greatest long-term impact on students, staff, and the community?
2.	What does the ideal version of our school look like in ten, fifteen, or twenty-five years? What will we be known for at the national or global level?
3.	If resources and constraints were not an issue, what groundbreaking achievements would we want to accomplish?
4.	What unique contributions can our school make to the field of education, our community, or society as a whole?

5. What enduring purpose or mission would our school want to fulfill that goes beyond standard educational goals?

Creating Urgency and Inspiration

1. What transformative change could inspire passion and excitement among students, staff, and stakeholders?

2. How can this goal create a sense of urgency to act today while still being designed for long-term success?

3. What potential outcomes would make this goal worth striving for, even if it takes decades to achieve?

4. How can the goal unify educators to work toward it?

Aligning Goal Ideology

1. How does this potential goal align with our school's core ideology?
2. What long-term impact would achieving this goal have on our ability to fulfill our purpose?
3. In what ways would this goal contribute to the broader aspirations we hold for our students, staff, and community?
4. What aspects of our school culture are ready to evolve and how can this goal act as a catalyst for that evolution?
5. How can this goal reflect and honor our unique cultural identity while stimulating progress?

Source: Adapted from Collins, J. C., & Porras, J. I. (2002). Built to last: Successful habits of visionary companies. Harper Business.