

IMMEDIATE FOLLOW-UP

What's the first thing you do when you get back from a valuable conference? How do you build on what you heard? While implementing new ideas requires careful planning and sufficient resources, here are some quick tips to continue the momentum as soon as you unpack your bag.

- **Blog** about it.
- **Tweet** about it.
- **Buy** a book by one of the speakers — and then read it ASAP!
- **Email** one of the session facilitators to explore a lingering question.
- **Identify** one small change you can try tomorrow.
- **Send** a resource you found to one of your peers to start a conversation.
- **Email** the attendees you most connected with to build your learning network.
- **Invite** someone you met to come share ideas at your next professional learning community meeting.
- **Find** the research base behind something you want to implement long term and share it with your administrators.



HAVE A CONVERSATION, TRANSFORM A CULTURE

Atul Gawande, writing in *The New Yorker*, explored why some medical innovations take hold quickly while others take much longer to spread.

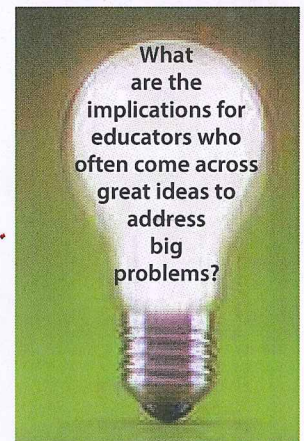
A medical doctor who writes about innovation and change, Gawande identified several elements key to understanding why great ideas don't lead to immediate action.

For one, big ideas often address problems that are important but invisible, and implementing them can require sacrifice or specialized knowledge and skills. Also, sometimes the reward for changing behavior isn't immediately evident.

Ultimately, Gawande writes, getting people to change means transforming a culture — understanding the norms underlying a system and helping to create new norms. While offering instruction and support is essential, it isn't enough.

Gawande quotes Everett Rogers, who wrote decades ago about the diffusion of innovation. "Diffusion is essentially a social process through which people talking to people spread an innovation," wrote Rogers. Gawande follows up with the conclusion that "every change requires effort, and the decision to make that effort is a social process."

SOURCE: Gawande, A. (2013, July 29). Slow ideas. *The New Yorker*. Available online at www.newyorker.com/magazine/2013/07/29/slow-ideas.



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Share LEARNING

WITH OTHERS TO BUILD COLLECTIVE EXPERTISE

Learning experiences that take place outside of your day-to-day environment can be powerful for bringing in new ideas and connecting you to educators beyond your typical circles.

One challenge in these learning experiences is how to identify the best actions to take to implement new learning. Another challenge is how to share what you've experienced with your teammates who didn't attend.

After attending a conference, use the prompts below to share your learning with others. Make multiple copies to share notes from more than one session.

1 A session, speaker, or topic that most directly applies to our current challenges and why:

2 Who besides me can learn from this:

3 Three key ideas I heard in this session:

- 1.
- 2.
- 3.

4 Connections I see between these ideas and our challenges:

5 Possibilities I see for using this information:

6 Resources to share with others related to this:

7 My first step to help others make these connections:

**"Knowledge is like money:
To be of value it must circulate,
and in circulating it can
increase in quantity and,
hopefully, in value."**

— *Louis L'Amour*