



## **LEADERS ASSEMBLY 2018: THE PURSUIT OF EXCELLENCE** **March 18-20, 2018 in Baltimore, MD**

Starting with WHY: How Values Add Value to Your Program  
Sunday, March 18 from 3:00PM-4:30PM

### **SESSION PRESENTER(S):**

Jeff Bicher, JAB Strategies & Camp Massad; Shauna Waltman, Camp Solelim; Risa Epstein, Canadian Young Judeaea

### **SESSION DESCRIPTION:**

Most if not all camps have programs that we run just because they did previously, and often because our campers and staff are expecting these programs again. As the tradition grows, most campers rarely know why we do certain things. What were the original goals? Were the participants expected to learn something? Were they expected to grow in some way? We have found that helping our staff determine their personal values within our Camp values context, has positively impacted our summer program. Staff infusing values into their programs has elevated the impact on our campers. Everything matters when programming, from identifying the conflict inherent in the values, to methodology and use of physical space. In this interactive session we will explore a different way of approaching programs by starting with the underlying values and highlighting the conflicts in those values that spark growth.

### **BIG IDEAS FROM THIS SESSION:**

When creating a program, always start with why, as opposed to what or how.

There is value in everything we do so identify the values that we are trying to highlight when building a program.

It is absolutely impossible for someone to grow without changing.

Conflict, in a program built around values, is not something to shy away from - conflict sparks decision-making which leads to individuals owning the value.

Growth is measured by a change in attitude, knowledge and/or behaviour.

Check out Simon Sinek's book Start with Why, as well as his TEDtalk. Join the Camp Educators Cohort of M-squared.