



# THE MISHAWAKA WAY

Three directions for how we live our mission.

Our **Vision** tells us where we are going. Our **Mission** reminds us why we exist. **The Mishawaka Way** defines how we show up every day—for students, families, colleagues, and our community.

## OPTION 1

### Three Commitments

A behavioral framework

#### CONNECTED DRIVEN INSPIRED

##### BEST FOR

Defining specific employee behaviors while directly reinforcing the new brand.

##### KEY STRENGTH

Preserves the substance of the current Mishawaka Way.

Detail ●●●

Memorability ●●●

Brand alignment ●●●

## OPTION 2

### Five Actions

An action framework

#### CONNECT • SERVE • GROW • LEAD • INSPIRE

##### BEST FOR

Creating a short set of actions employees can easily remember and use.

##### KEY STRENGTH

Simple, active and highly memorable.

Detail ●●●

Memorability ●●●

Brand alignment ●●●

## OPTION 3

### Three Beliefs

A cultural framework

#### RELATIONSHIPS EXCELLENCE POSSIBILITY

##### BEST FOR

A concise public-facing expression of the culture SCM wants to build.

##### KEY STRENGTH

Cleanest connection to Connected. Driven. Inspired.

Detail ●●●

Memorability ●●●

Brand alignment ●●●



# THE MISHAWAKA WAY

Option 1

## THREE COMMITMENTS

## How We Live Our Mission

Everything we do should strengthen one of three commitments.



### CONNECTED

**We build relationships that matter.**

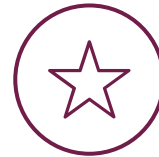
Build trust before transactions.  
Communicate openly and respectfully.  
Listen first.  
Support one another.  
Serve families with empathy.  
Strengthen our community through every interaction.



### DRIVEN

**We pursue excellence together.**

Hold ourselves to high standards.  
Do the right thing.  
Embrace continuous improvement.  
Solve problems instead of assigning blame.  
Welcome feedback.  
Persevere and own our results.



### INSPIRED

**We create opportunities for every learner.**

Seek better ways.  
Learn from one another.  
Encourage thoughtful risk-taking.  
Celebrate ideas.  
Innovate with purpose.  
Inspire excellence in others.

#### STRENGTH

Retains the substance of the current Mishawaka Way while organizing it around the new brand.

#### HOW SCM COULD USE IT

Employee onboarding • evaluations • leadership development • staff recognition • posters • website • presentations

#### CONSIDERATION

Most comprehensive option, but there is more for employees to remember.

CONNECTED BY COMMUNITY. DRIVEN BY CHOICE. INSPIRED TO ACHIEVE.

Every decision. Every classroom. Every day.



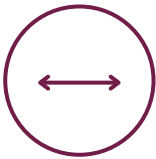
# THE MISHAWAKA WAY

Option 2

## FIVE ACTIONS

## How We Live Our Mission

A simple action framework employees can remember and use every day.



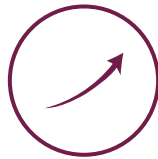
### CONNECT

We build  
relationships  
before results.



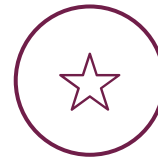
### SERVE

Every  
interaction  
builds trust.



### GROW

We are  
always  
learning.



### LEAD

Leadership is  
action, not  
position.



### INSPIRE

We make  
every student  
believe they  
can succeed.

**CONNECT → SERVE → GROW → LEAD → INSPIRE**

#### STRENGTH

Short, active and easy for employees to remember, repeat and recognize in others.

#### HOW SCM COULD USE IT

Staff recognition •  
onboarding • culture-  
building • student  
messaging • employee  
expectations • awards

#### CONSIDERATION

Introduces five additional brand words, so it has a looser connection to Connected. Driven. Inspired.

**CONNECTED BY COMMUNITY. DRIVEN BY CHOICE. INSPIRED TO ACHIEVE.**

Five actions. One shared way of working.



# THE MISHAWAKA WAY

Option 3

## THREE BELIEFS

## How We Live Our Mission

A concise culture statement built directly around Connected. Driven. Inspired.



### CONNECTED

**Relationships  
come first.**

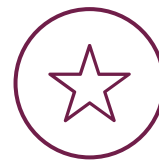
We build trust with students, families, colleagues, and our community through respect, empathy, and service.



### DRIVEN

**Excellence is our  
standard.**

We set high expectations, embrace growth, act with integrity, and continually improve.



### INSPIRED

**Every child deserves  
possibility.**

We collaborate, innovate, and create meaningful learning experiences that inspire lifelong success.

#### STRENGTH

Creates the cleanest, strongest connection between the Mishawaka Way and the district's new brand.

#### HOW SCM COULD USE IT

Posters • website • presentations • recruiting • employee materials • community messaging • recognition

#### CONSIDERATION

Very memorable, but provides less specific behavioral guidance unless paired with supporting examples.

CONNECTED BY COMMUNITY.

DRIVEN BY CHOICE.

INSPIRED TO ACHIEVE.

Relationships. Excellence. Possibility.