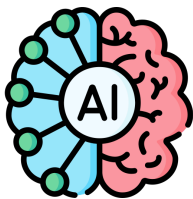


# “Switch” Your Communication & Implementation Plans for AI

<b>Direct the Rider</b> (rational side)			
	<b>Find the Bright Spots</b>	<b>Script the Critical Moves</b>	<b>Point to the Destination</b>
<b>Motivate the Elephant</b> (Emotional Side)			
	<b>Find the Feeling</b>	<b>Shrink the Change</b>	<b>Grow Your People</b>
<b>Clear the Path</b> (The Situation)			
	<b>Tweak the Environment</b>	<b>Build Habits</b>	<b>Rally the Herd</b>



# “Switch” Your Communication & Implementation Plans for AI

<b>Direct the Rider</b> (rational side)	<ul style="list-style-type: none"> <li>&gt; Identify and share stories of successful AI integration in your school or other schools. Highlight how these successes have enhanced personalized learning or improved administrative efficiency.</li> <li>&gt; Encourage teachers and staff to visit or virtually connect with these "Bright Spot" schools to see the impact of AI firsthand.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Create a clear, step-by-step plan for AI adoption that addresses the what, when, how, and who. This might include pilot programs, professional development opportunities, and criteria for selecting AI tools.</li> <li>&gt; Provide checklists and guidelines that demystify the process of integrating AI into teaching and administrative processes.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Clearly articulate a compelling vision for the role of AI in the school, linking it to the broader goals of enhancing student learning experiences.</li> <li>&gt; Set specific, measurable objectives for AI integration, such as increasing personalized learning opportunities by a certain percentage or reducing administrative workload through automation.</li> </ul>
	<b>Find the Bright Spots</b>	<b>Script the Critical Moves</b>	<b>Point to the Destination</b>
<b>Motivate the Elephant</b> (Emotional Side)	<ul style="list-style-type: none"> <li>&gt; Share powerful stories of how AI can transform student learning and teacher efficiency, focusing on emotional impact and personal growth.</li> <li>&gt; Create opportunities for teachers and students to experiment with age-appropriate AI tools in low-stakes settings.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Break down the AI integration process into small, manageable steps that feel achievable.</li> <li>&gt; Provide supportive structures, such as PLC's or AI integration teams, to help staff feel less overwhelmed.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Foster a growth mindset around AI, emphasizing the development of new skills and adaptability as core professional qualities.</li> <li>&gt; Offer ongoing training and professional development that not only focuses on the technical aspects of AI but also on pedagogical innovation and creativity.</li> </ul>
	<b>Find the Feeling</b>	<b>Shrink the Change</b>	<b>Grow Your People</b>
<b>Clear the Path</b> (The Situation)	<ul style="list-style-type: none"> <li>&gt; Make sure the physical and digital infrastructure supports AI integration, including reliable internet access, appropriate hardware, and user-friendly software.</li> <li>&gt; Create spaces or labs where teachers and students can explore AI technologies, encouraging experimentation and innovation.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Incorporate the use of AI tools into daily routines and practices, making it a natural part of the teaching and learning process.</li> <li>&gt; Develop and share best practices for incorporating AI into lesson planning, assessment, and classroom management.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Encourage collaboration and sharing of experiences among teachers and students. Create communities of practice focused on AI in education to facilitate peer learning and support.</li> <li>&gt; Highlight and reward innovative uses of AI in the classroom, building a culture that values and celebrates technological innovation.</li> </ul>
	<b>Tweak the Environment</b>	<b>Build Habits</b>	<b>Rally the Herd</b>

Adapted from: Heath, C., & Heath, D. (2010). *Switch: how to change things when change is hard*. New York, Broadway Books.