

# Culture Is Built Daily: Leadership Choices That Matter

A NASS Leadership Lens

Quote:

“Culture is not one thing you do—it’s everything you do.” — Unknown

Narrative Reflection:

Culture is the invisible force that shapes how people feel, behave, and perform. It is built through everyday leadership choices—how we communicate, how we respond to challenges, and how we recognize effort.

Superintendents influence culture through consistency and presence. When leaders model respect, clarity, and care, those values ripple throughout the organization. When expectations are unclear or responses inconsistent, culture weakens.

Culture cannot be announced; it must be lived. Leadership attention to small moments often makes the greatest difference.

## Leadership Toolkit: Strengthening Culture

- Model the behaviors you expect
- Address misalignment promptly
- Celebrate what you want repeated

## Reflection Prompt:

What daily leadership behaviors most shape the culture of your system?

Prepared for NASS by  
Dr. Jill Gildea, Superintendent/CEO

 [jillgildea0@gmail.com](mailto:jillgildea0@gmail.com)