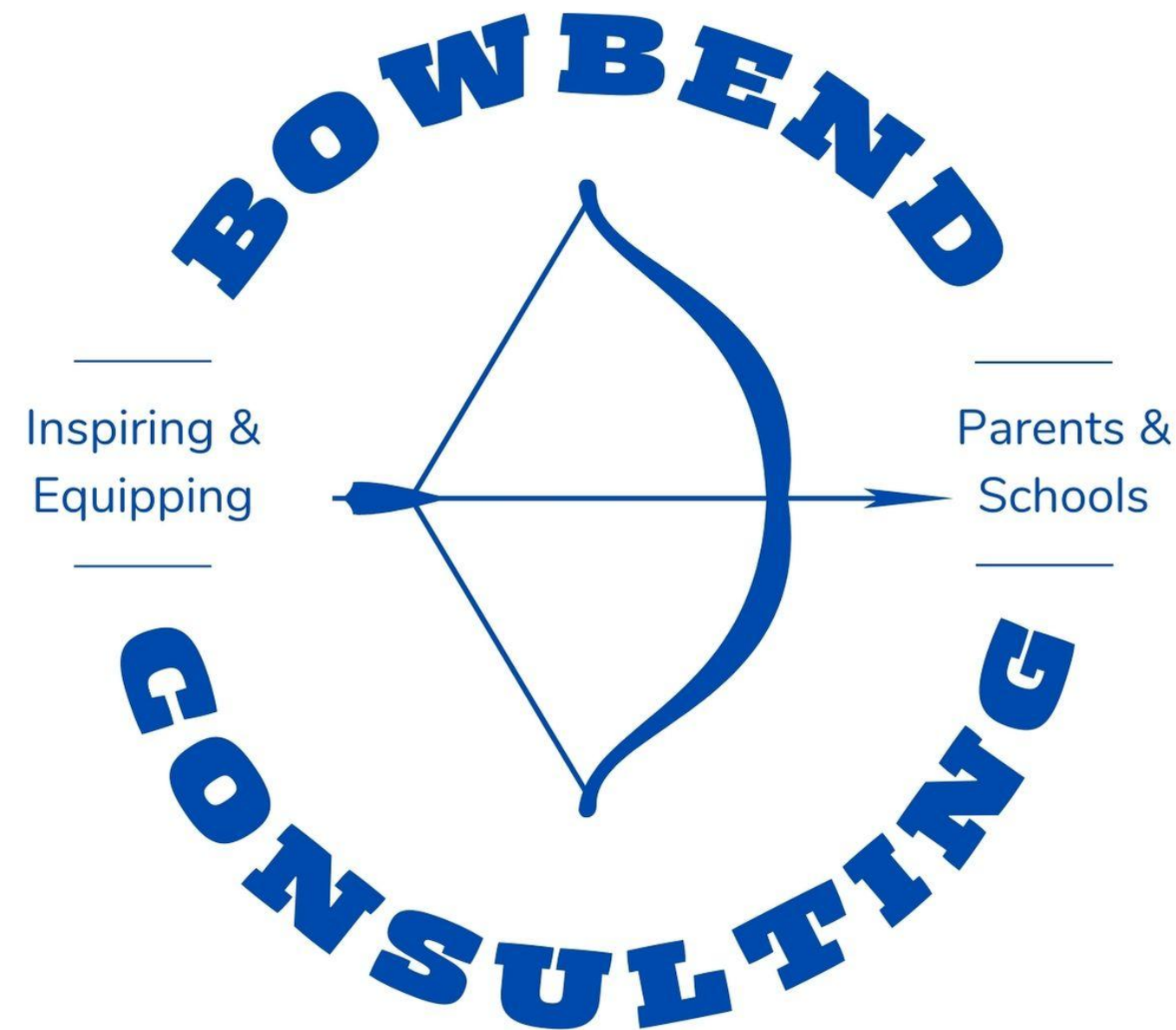


The Art of Parent Engagement

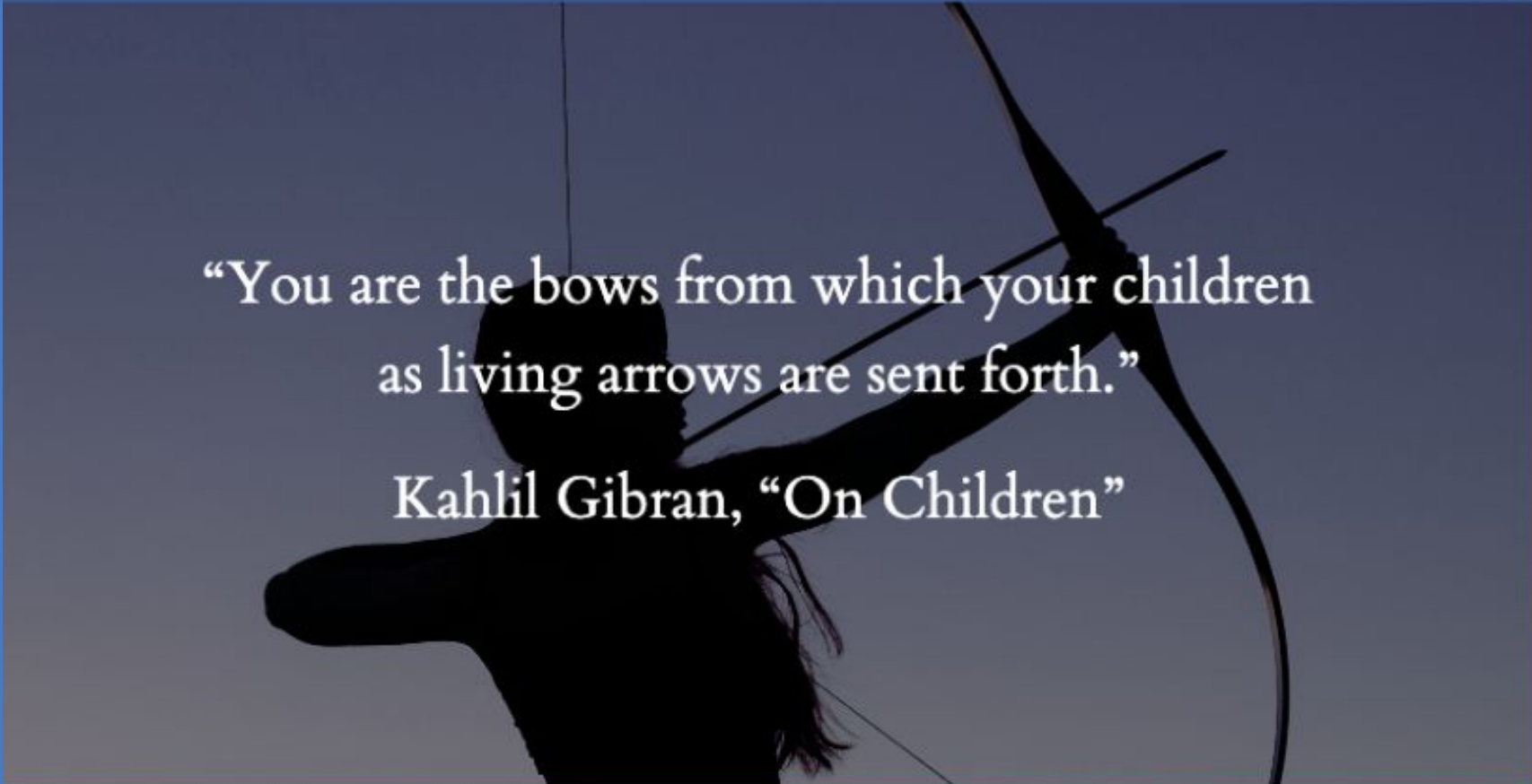


When You Arrive....

- 1) Sit at a table with people you haven't met yet.
- 2) Make a nametag.
- 3) Ask someone at your table about their best take-away from the conference.

Bowbend Consulting

Inspiring and Equipping Parents and Communities to
Raise Thriving Children of Character



“You are the bows from which your children
as living arrows are sent forth.”

Kahlil Gibran, “On Children”

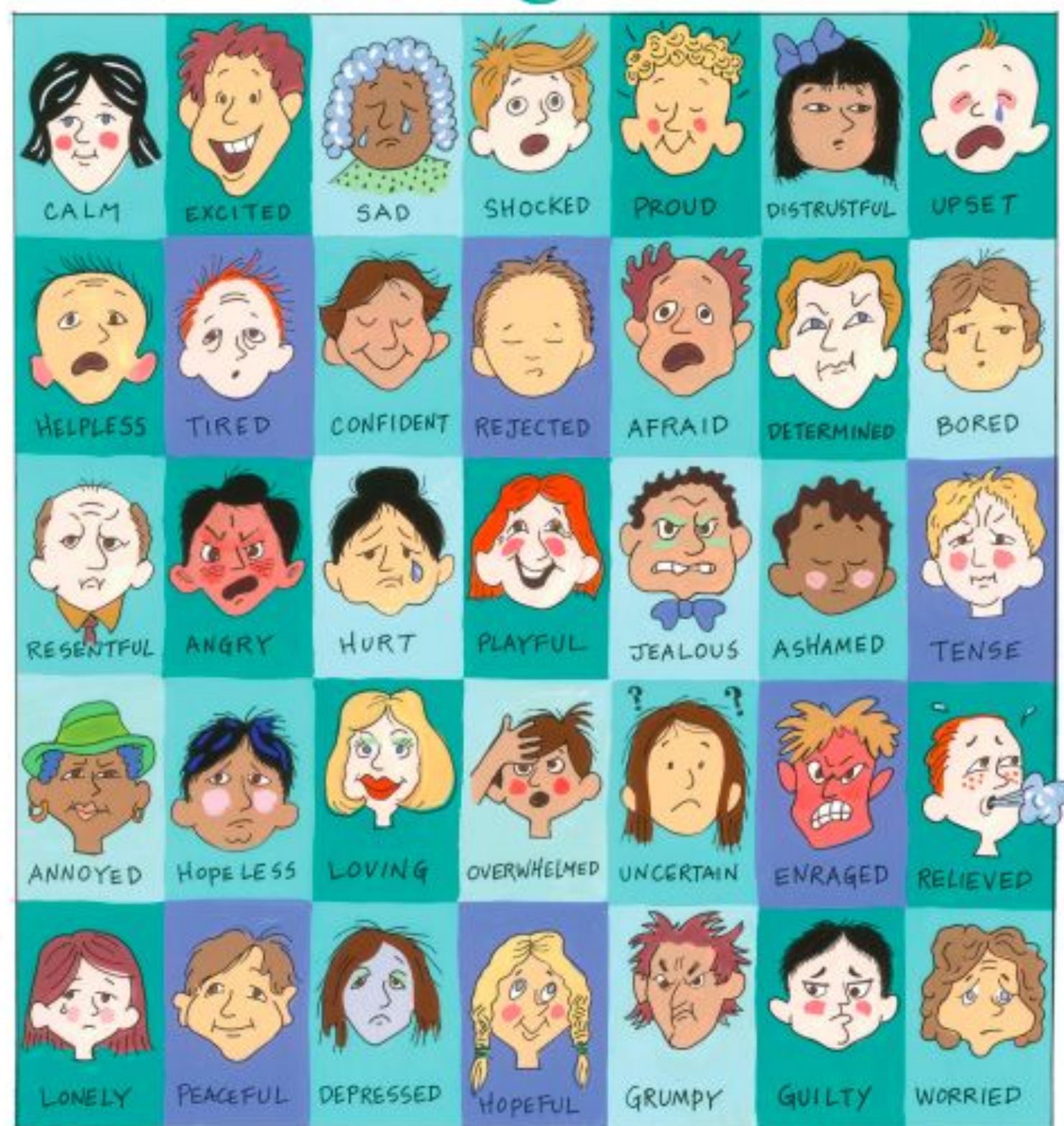
Poll

The
Audience

How confident are you that
your parents feel a sense of
belonging and **significance**
at your events?

- Very!
- Kinda
- They're supposed to feel that?

Positive Discipline Feeling Faces

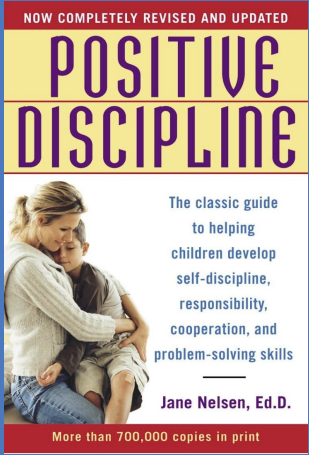


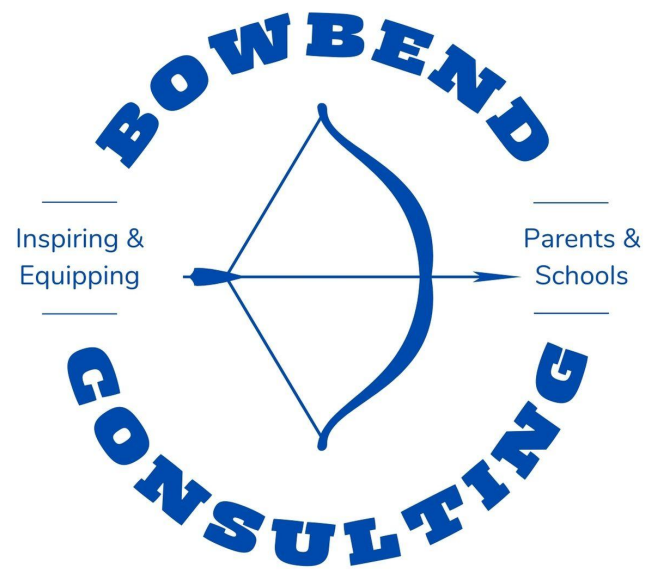
Check In

Connect With Your Feelings

We need our parents to be
socially-emotionally
mature.

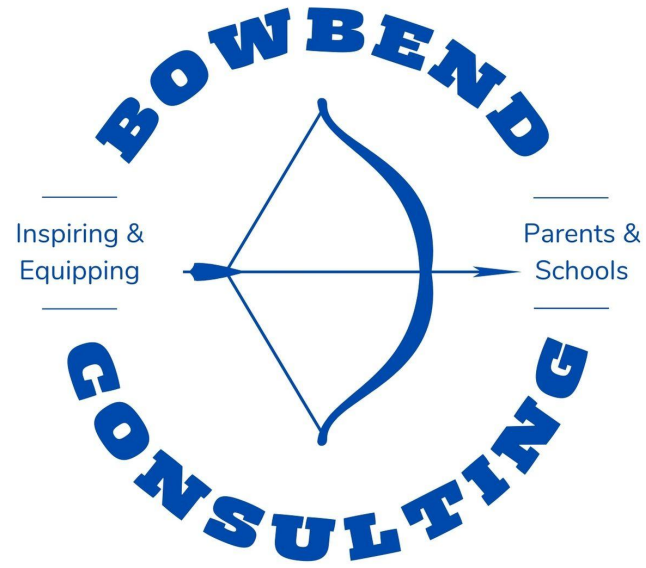
The first step is being able
to name how we feel.





Objectives

- Create vibrant, community- building parent experiences for your school
- Share strategies that build community and trust
- Be inspired by and connected to your tablemates



Objectives

- Create vibrant, community parent experiences for you
- Share strategies that build and trust
- Be inspired by and connected to your tablemates



Rules

- No Summer Vacation Q's
- Stay Positive
- Swimming Pool Vulnerability
- Be Present

Break a rule? Give a Kiss (Hershey!)

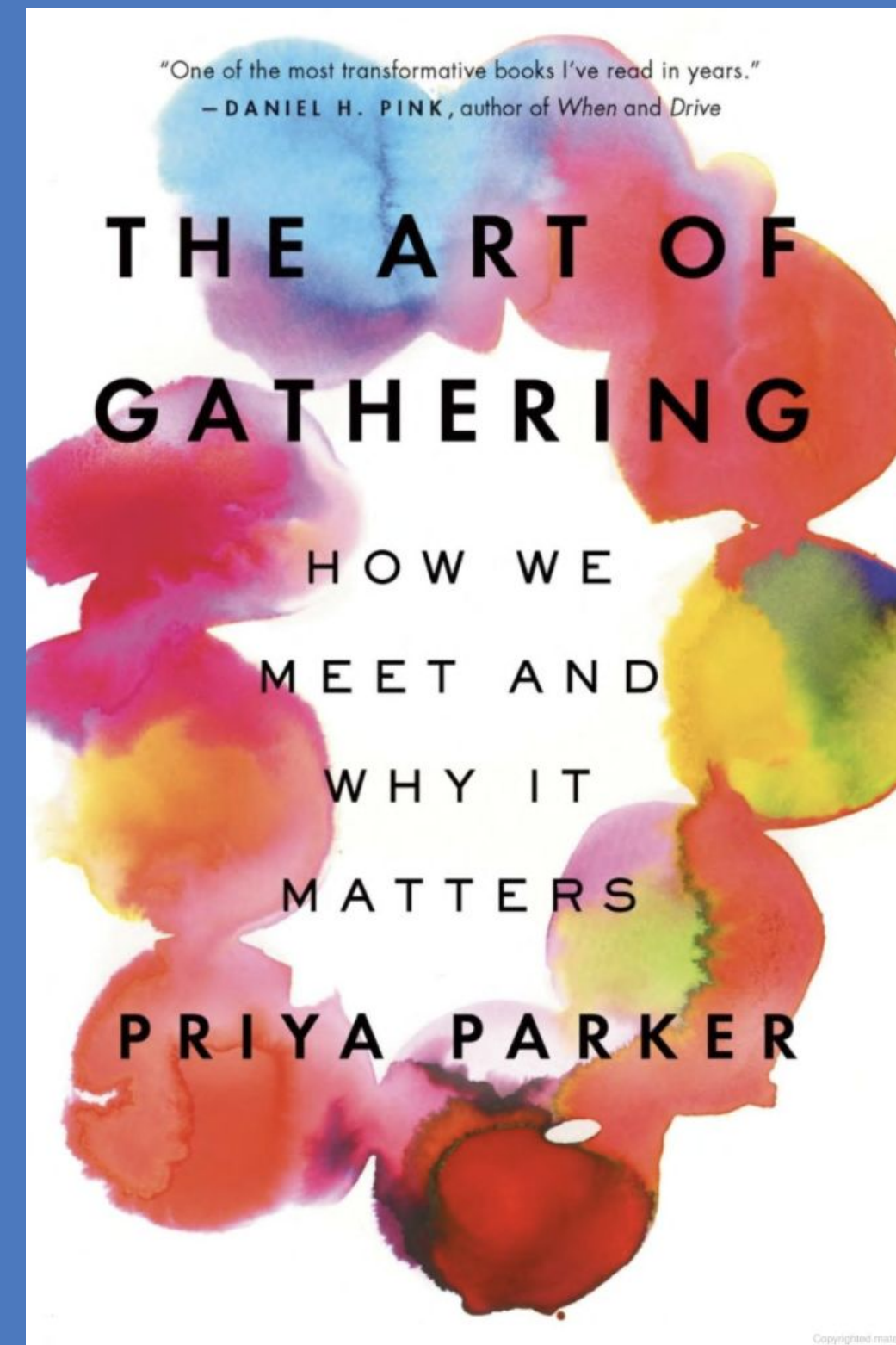




Table Intros

- Name
- Role
- 2 Skills You Wish Parents Aced



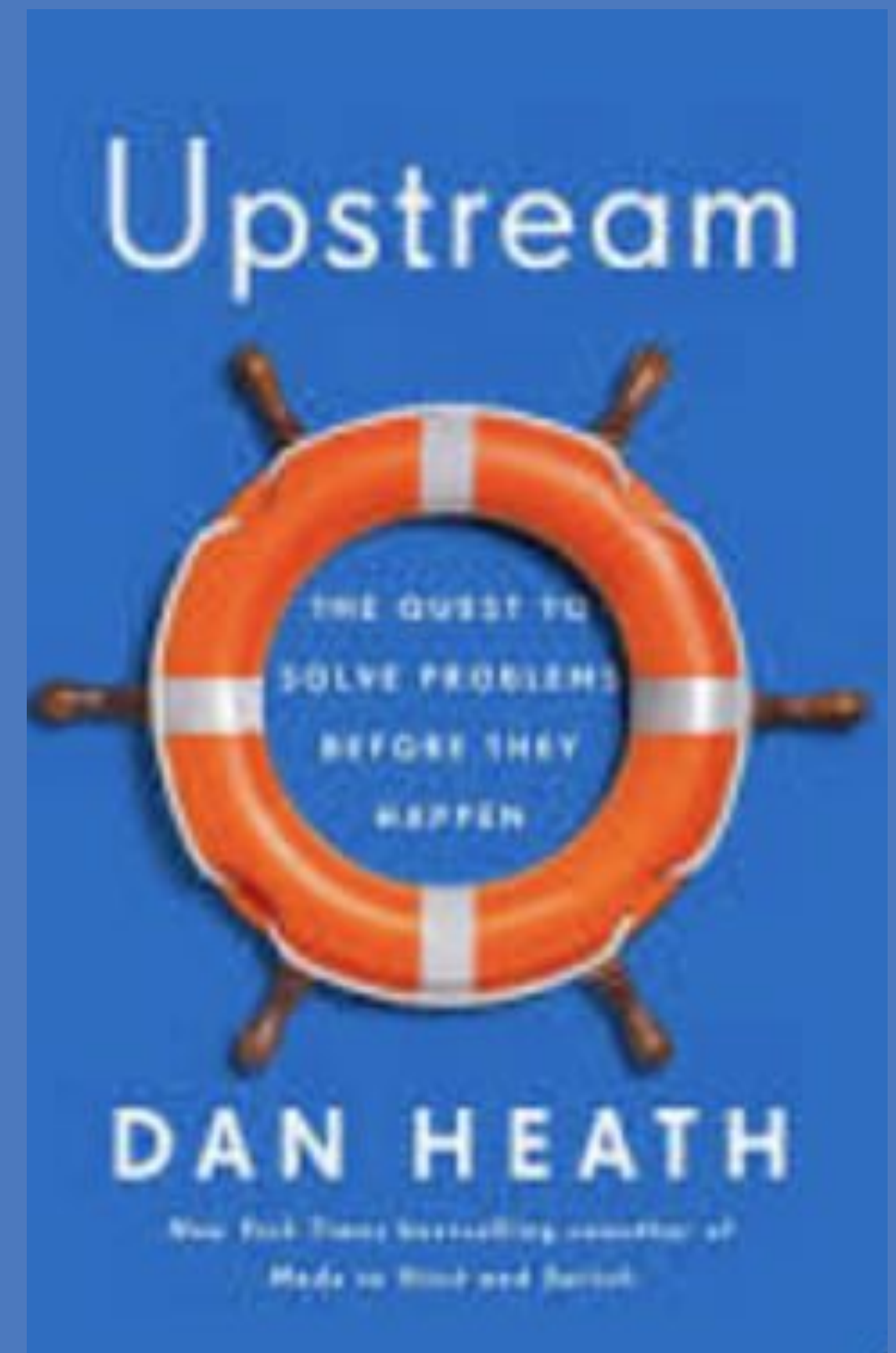
3 minutes to share.

Record your table's wishes.

Let's Think Upstream

Downstream actions react to problems once they've occurred. Upstream efforts aim to prevent those problems from happening.

Dan Heath



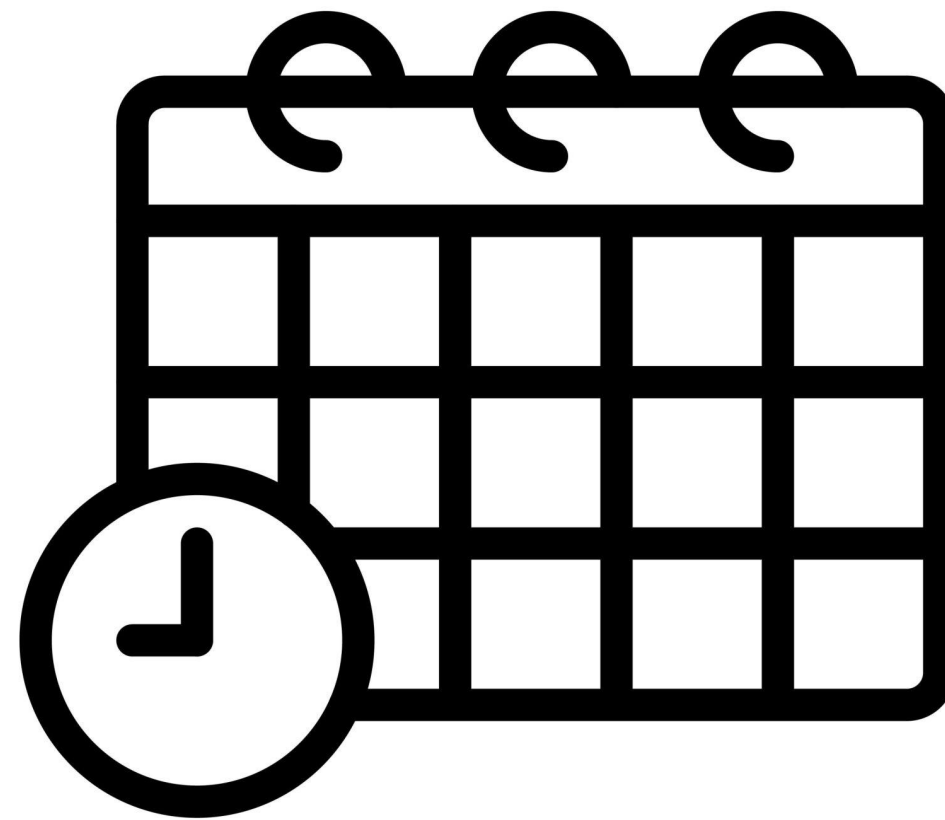
Let's Think Upstream

What have you been
REACTIVE about
that you could be
PROACTIVE about?



Create

The Ultimate Parent Event



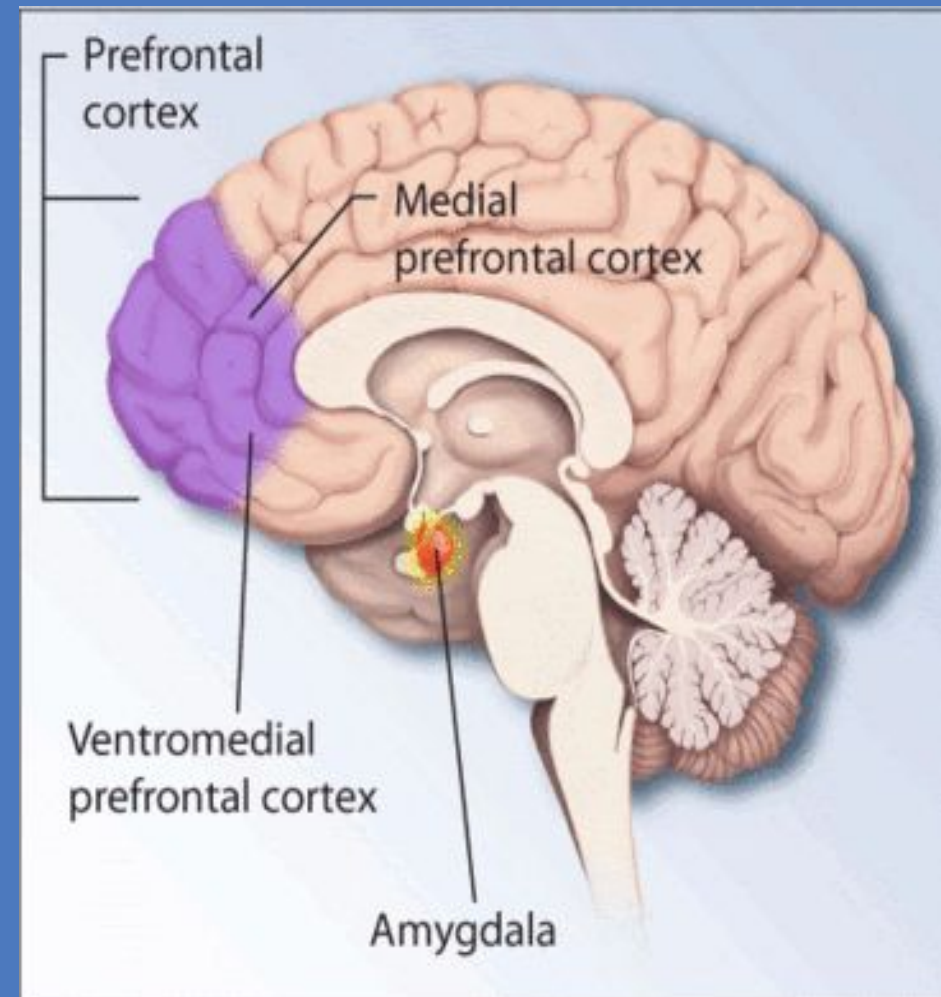
Choose ONE parent event you know you have scheduled.



Share

Strategies that Build Community and Trust

*Think Belonging and Significance



Brain Science

Adler, Bryson, Siegel

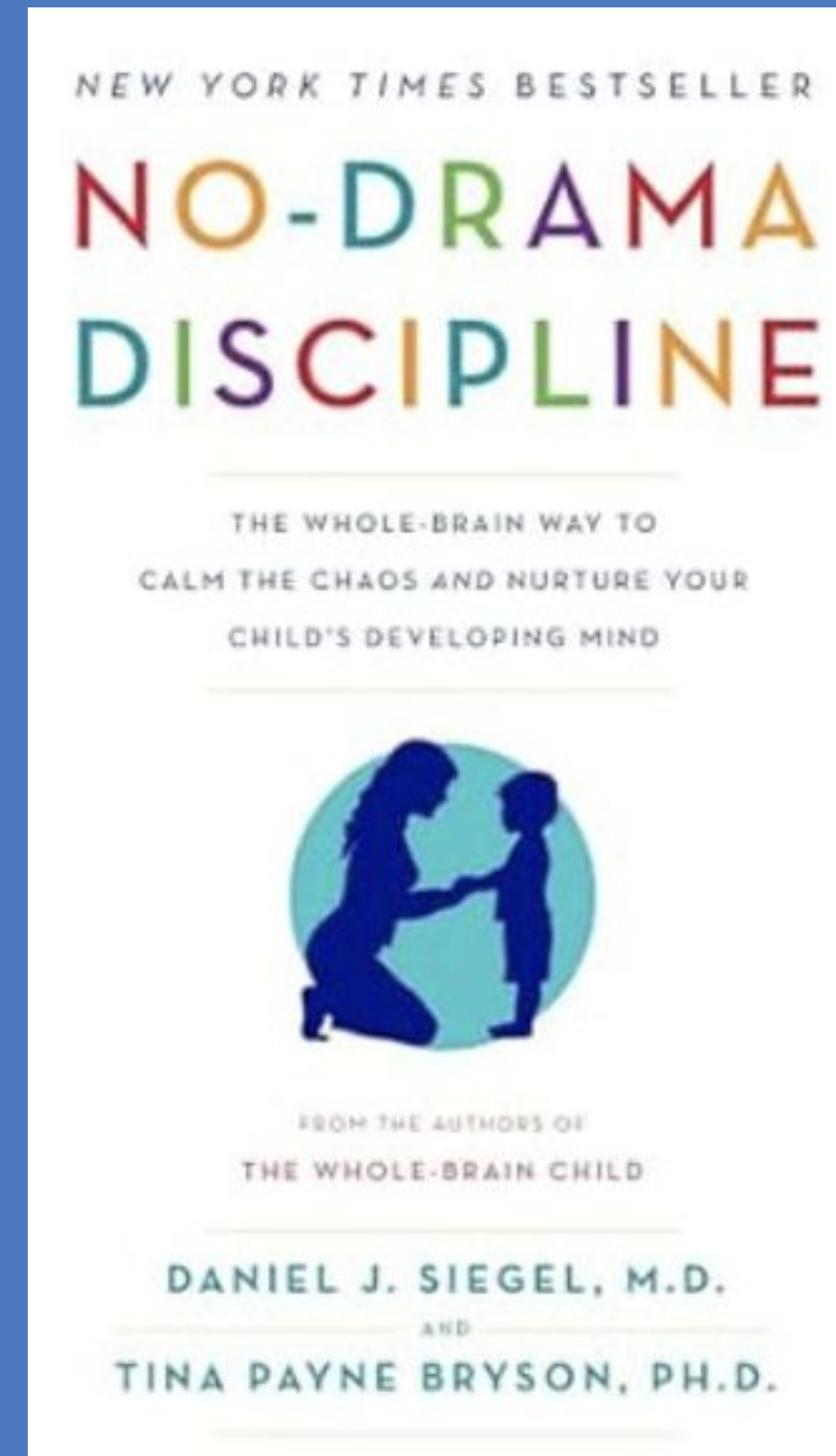
The fundamental human drive is the striving for belonging and significance.

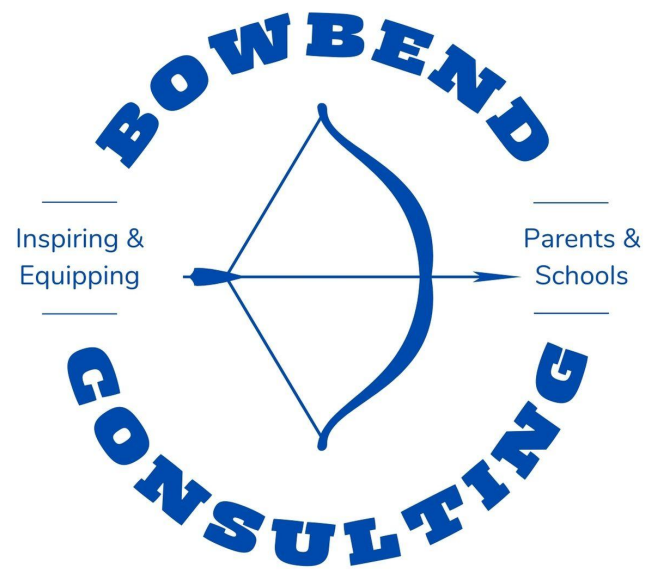


Let's Use Our Brains

Social rejection activates the same neural pathways as physical pain (e.g., the anterior cingulate cortex).

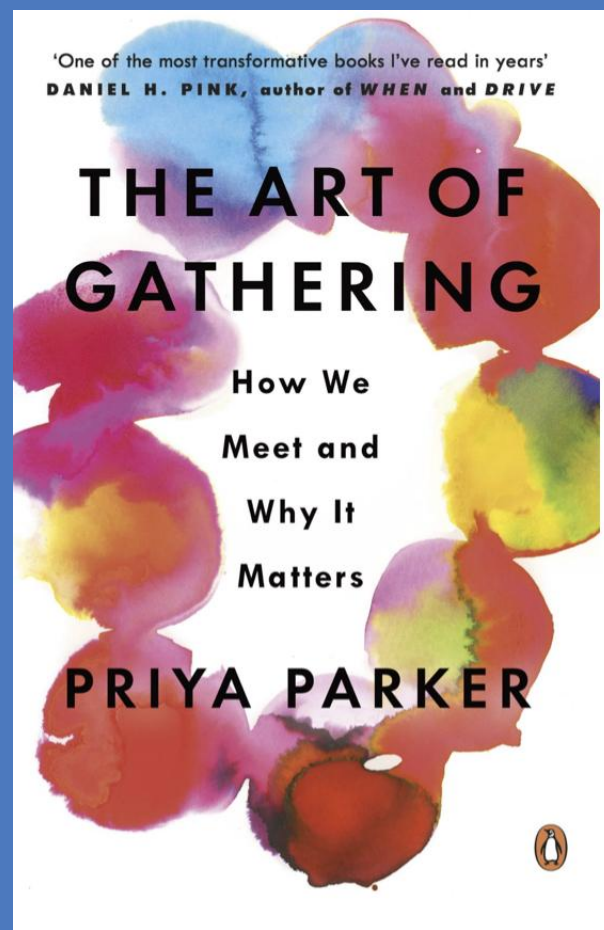
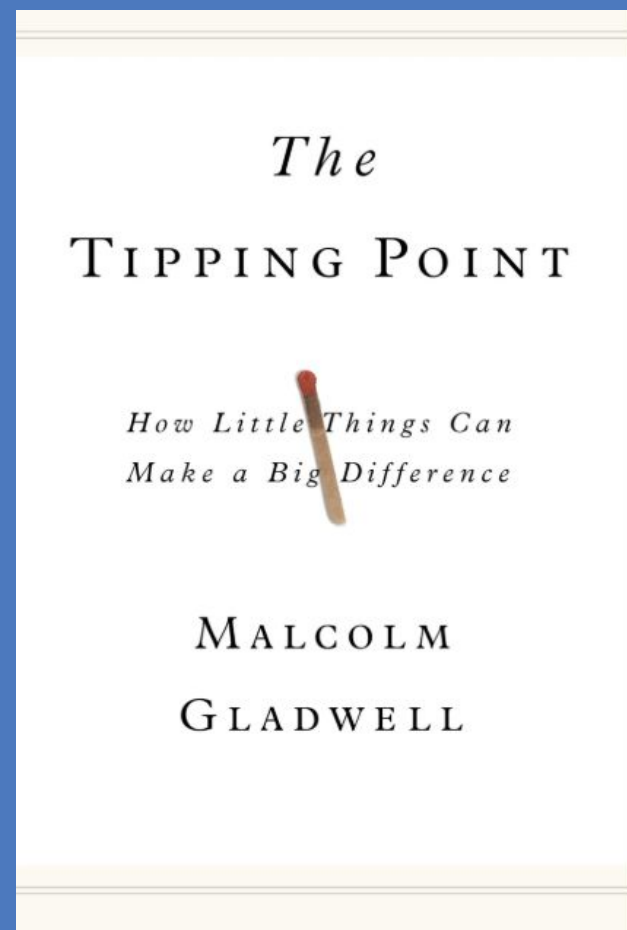
The brain's reward system (dopaminergic pathways) push us to avoid discomfort and seek positive social interactions.





Create

- Use the checklist on your table to evaluate your upcoming parent event.
- Make note about what to improve.
- Share your changes with your table partner.



Foster Super Fans

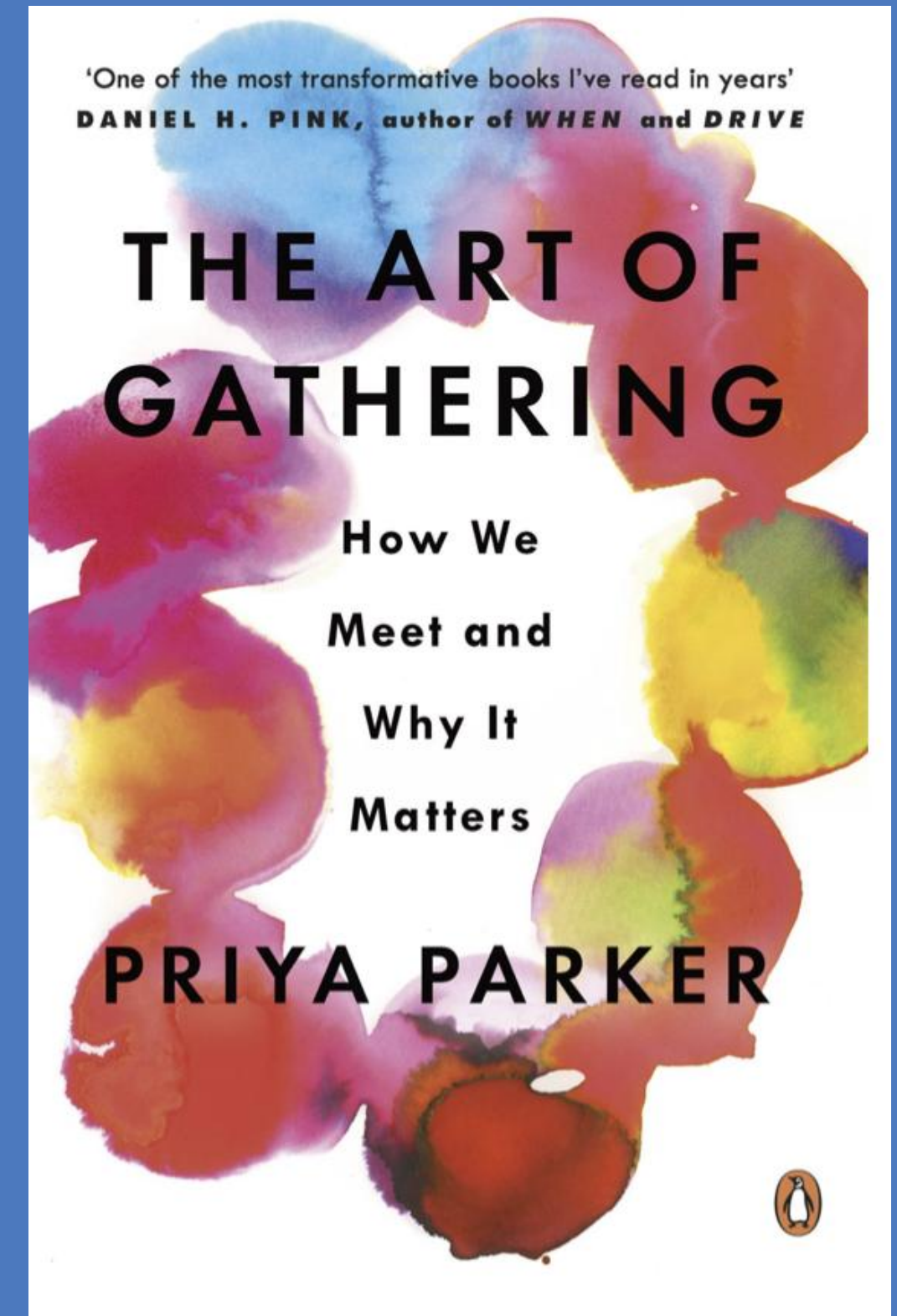
Gladwell, Hodak, Parker

We tend to accept the default set up
we're given.

Environment Creators

We must be protected from one another, from boredom, or from the addictive technologies that lurk in our pockets.

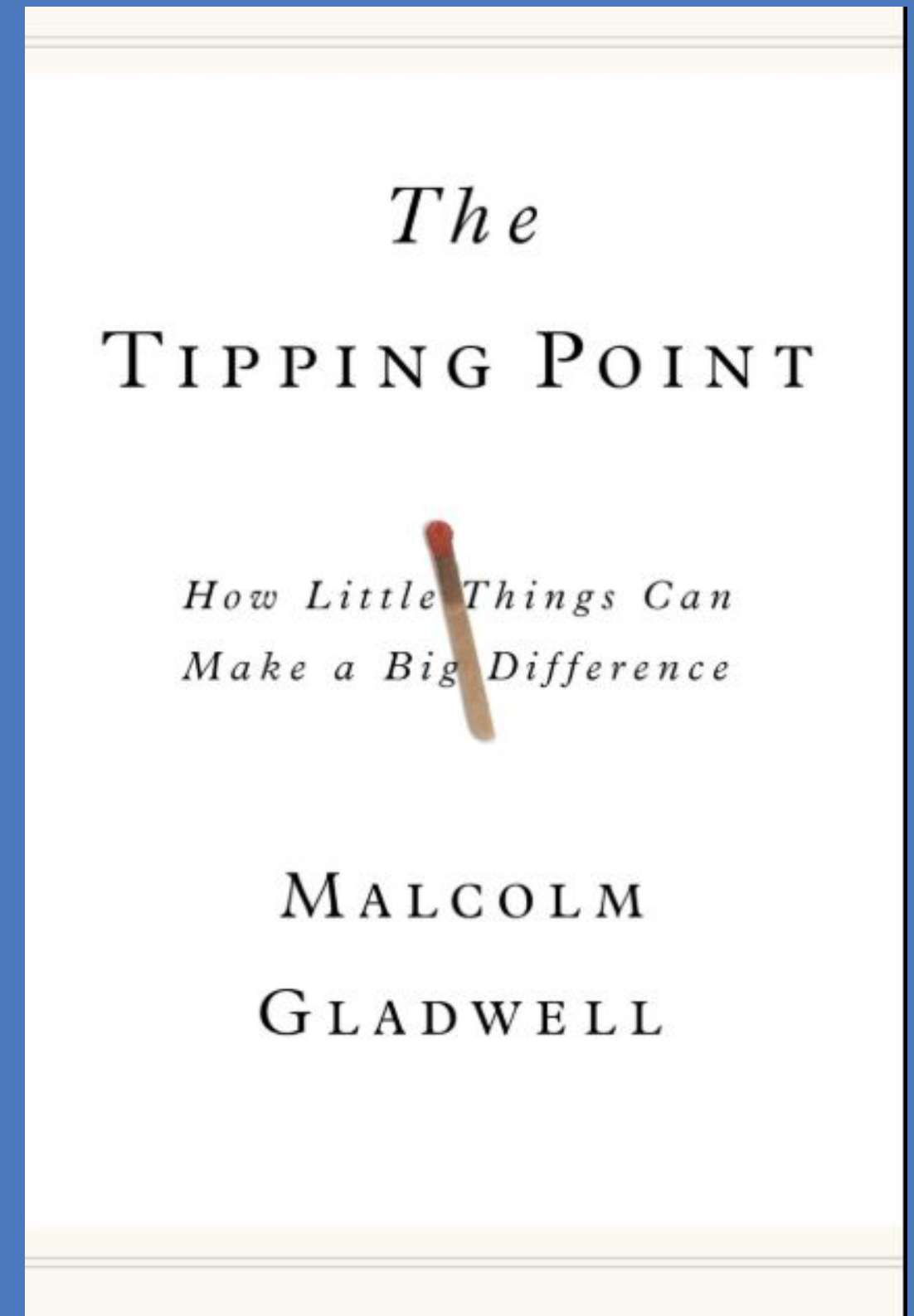
Priya Parker



We're All In Sales

The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire.

Malcolm Gladwell

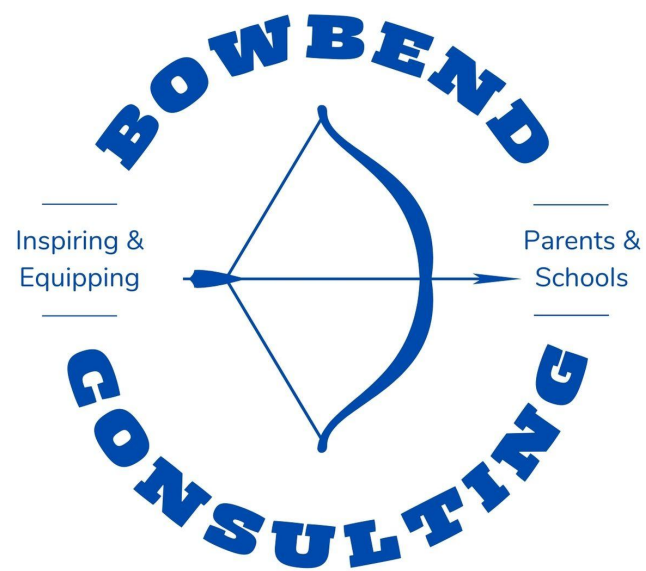


Parents Are 1st Clients

Personalize. Perform Beyond
Standard. Measure
Engagement. Maximize Wow.
Celebrate Milestones.
Recognize Advocacy.

Brittany Hodak





Create

1. Use the checklist on your table to evaluate your upcoming parent event.
2. Make note about what to improve.
3. Share your changes with your table partner.

Positive Discipline Feeling Faces



Check In

Remember, emotions are contagious. What have you caught today?

What emotions do you want to cultivate in your parent body?

Peyten Williams

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Can You Give
Me Some
Advice?

Feedback



SAIS 2025 KEYNOTE

BOWBEND CONSULTING

Please give me
advice/feedback
using the QR code
OR

Take a selfie with
your tabel partner,
tag me and
yourselves and SAIS.
Share one great
takeaway from this
workshop.

As We Close...

Share an appreciation.

“I appreciate
[person at my table] **for**
[idea, characteristic,
action].”

