

Mini Guide to Strengths-Based Principal Leadership: How School Leaders Can Shape Culture with The Positivity Project (P2)

Why Strengths-Based Leadership Matters

As a principal, your leadership sets the tone for the entire school. When your words and actions reflect character strengths like fairness, kindness, and perseverance, they ripple through every classroom, hallway, and home.

With The Positivity Project (P2), principals can lead with purpose—promoting positive relationships, empowering staff and students, and building a culture where everyone feels seen, supported, and inspired to grow.

Step 1: Lead with Strengths, Daily

Strong leadership begins with self-awareness and intentional modeling.

- ✓ **Model Strengths-Based Language** – Talk openly about [character strengths](#). Highlight perseverance, integrity, or teamwork when praising students or guiding staff.
 - ✓ **Be Visible** – Walk the halls. Recognize students using strengths. Leave sticky notes of encouragement on teachers' doors.
 - ✓ **Reinforce the Message** – Include strengths in newsletters, walkthroughs, and celebrations. Make character a shared language.
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Step 2: Build a Strengths-Based Culture

A strengths-based school culture doesn't happen by accident. Principals can embed character and relationships into every part of school life.

- ✓ **Start with the Why** – Use staff meetings or emails to clearly explain the purpose of focusing on character and relationships—and how that connects to student success.

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✓ **Launch with Intention** – Kick off the year with an assembly or message focused on character strengths and positive relationships. Create excitement around building a community grounded in the [Other People Mindset](#).

✓ **Make It Visible** – Encourage Word Walls, character strength bulletin boards, and student-led announcements.

Step 3: Support & Empower Your Staff

Your school is most successful when staff feel supported and energized.

✓ **Offer Ongoing Professional Development** – Use PD to reenergize and equip staff throughout the year.

✓ **Use Positive Accountability** – Visit classrooms, recognize strengths in action, and celebrate small wins. Help your staff feel proud of their role in building positive school culture.

✓ **Develop a Team** – Select a strong P2 Leader and form a character committee. Don't do it alone—make it a team effort.

Step 4: Connect Families & the Community

When schools and families partner around shared values, students thrive.

✓ **Host a Family Night or Showcase** – Celebrate student strengths and let families experience the positive culture firsthand.

✓ **Use Weekly Communication** – Highlight the week's character strength and offer questions or activities families can use at home – such as [P2 for Families](#).

✓ **Promote Service Projects** – Give students and families opportunities to live out character strengths in the real world.

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Step 5: Monitor, Reflect, and Celebrate

Great principals measure what matters.

- ✓ **Check In Regularly** – Use surveys like the SRSS-IE, behavior data, and staff feedback to assess how a focus on character and relationships is shaping your school.
 - ✓ **Reflect & Adjust** – Ask: Are we building the culture we want? What support do staff need? Where are students thriving—or struggling?
 - ✓ **Celebrate the Good** – Host recognition assemblies, share student shout-outs, and make time for joy. Spotlight the impact of character growth.
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A Strengths-Based Leadership Success Story

[Loudon Elementary](#) in Bakersfield, CA, has embraced The Positivity Project (P2) as the foundation of its character education journey, creating a school culture centered on empathy, resilience, gratitude, and kindness.

Principal Jared Coppolo shares that at Loudon, teachers prioritize building strong relationships with students through morning meetings, circle time, and daily greetings, ensuring that every child feels valued and supported.

This emphasis on connection has helped foster a sense of unity throughout the school, where acts of kindness and community service initiatives, such as the P2 Exhibition, have become a regular part of student life.



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Principal Coppolo explains that the impact of P2 extends beyond the classroom, as parents are actively engaged in their children’s character development through newsletters and family activities. By reinforcing these lessons at home, families help create a seamless bridge between school and home life, further strengthening students' social and emotional growth.

Since implementing P2, Loudon Elementary has seen significant improvements, including a substantial reduction in behavioral referrals, an increase in academic achievement, and a rise in attendance.

Loudon Elementary’s journey with The Positivity Project demonstrates the transformative power of character education. By instilling values of positivity and resilience, the school not only prepares students for academic success but also equips them with the tools to navigate life as compassionate and confident individuals.

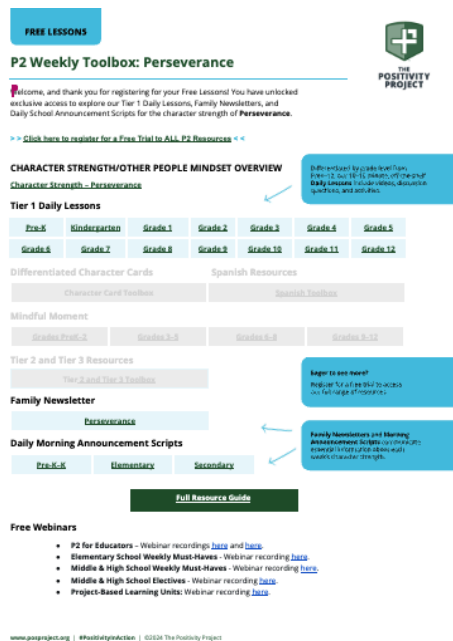
Read more [P2 success stories here](#).

Want More?

P2’s daily lessons and resources make it easy for counselors to integrate strengths-based counseling into their work. Learn how P2 can help your school cultivate a culture of character and relationships.

Unlock your P2 free lessons today:

FREE LESSONS



FREE LESSONS

P2 Weekly Toolbox: Perseverance

Welcome, and thank you for registering for your Free Lessons! You have unlocked exclusive access to explore our Tier 1 Daily Lessons, Family Newsletters, and Daily School Announcement Scripts for the character strength of **Perseverance**.

>> [Click here to register for a Free Trial to ALL P2 Resources](#) <<

CHARACTER STRENGTH/OTHER PEOPLE MINDSET OVERVIEW
Character Strength – Perseverance

Tier 1 Daily Lessons

Pre-K	Kindergarten	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5
Grade 6	Grade 7	Grade 8	Grade 9	Grade 10	Grade 11	Grade 12

Differentiated Character Cards

Character Card Toolbox	Spanish Resources
Character Card Toolbox	Spanish Toolbox

Mindful Moment

Grades Pre-K-5	Grades 6-8	Grades 9-10	Grades 11-12
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Tier 2 and Tier 3 Resources

Tier 2 and Tier 3 Toolbox

Family Newsletter

Perseverance

Daily Morning Announcement Scripts

Pre-K-K	Elementary	Secondary
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[Full Resource Guide](#)

Free Webinars

- P2 for Educators - Webinar recordings [here](#) and [here](#)
- Elementary School Weekly Must-Haves - Webinar recording [here](#)
- Middle & High School Weekly Must-Haves - Webinar recording [here](#)
- Middle & High School Electives - Webinar recording [here](#)
- Project-Based Learning Units - Webinar recording [here](#)

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