

Press Kit for New Team Habits

[The NEW Team Habits: A Guide to the New School Rules](#)

By Anthony Kim, Keara Mascarenaz, and Kawai Lai

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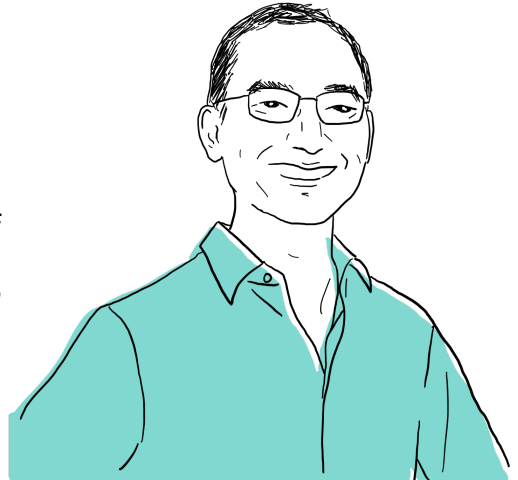
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Author Bios

Anthony Kim

Anthony Kim is a Corwin Press bestselling author, with publications including *The New Team Habits*, *The New School Rules*, and *The Personalized Learning Playbook*. His writing ranges the topics of the future of work, leadership and team motivation, improving the way we work, and innovation in systems-based approaches to organizations and school design. Anthony believes that how we work is the key determinant to the success of any organization.



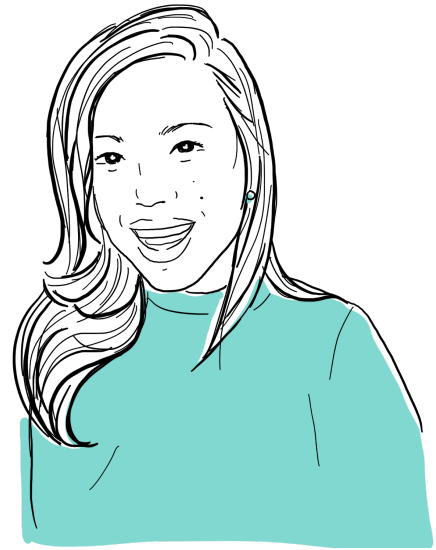
In addition to his writing, Anthony is the founder and CEO of Education Elements, a trusted partner and consultant to over 1,000 schools nationwide. Anthony has been the founder of several companies across multiple industries, including: online education, ecommerce, and concerts and events.

You can connect with Anthony via Twitter and Instagram at @anthonx or subscribe to his newsletter at www.anthonx.us. The newsletter provides inspiration, ideas, and practices on how to better lead teams in a rapidly changing world.

Kawai Lai

Kawai Lai is a designer, facilitator, and strategy consultant helping organizations make the abstract more concrete.

She is also a co-founder of VizLit, an organization with the mission to unlock the visual minds of students and educators.



Formerly, she served as the Vice President of Innovation at the National Association of Independent Schools, a non-profit serving over 1,800 schools and 730K students across the country and abroad. In her role, she helped schools reimagine education, build capacity to innovate, and share stories of authentic progress.

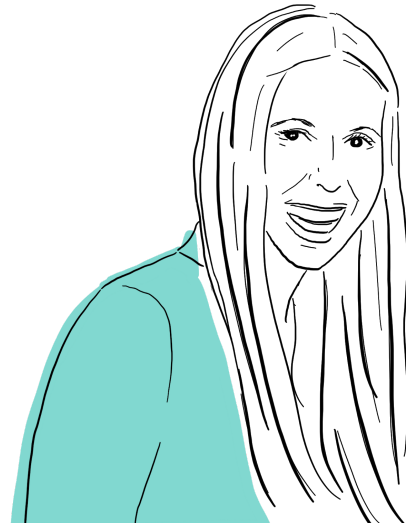
Kawai was a founding team member of Education Elements, working with the most forward-thinking public school districts and charter schools across the country to personalize learning.

Prior to a career in education, Kawai spent a decade in consulting and technology, implementing large scale technology systems with Deloitte, working in different industries including healthcare, biotech, and aerospace.

She has a Masters in Business Administration from Haas, UC Berkeley and a Bachelor of Science in Mechanical Engineering from Southern Methodist University.

Keara Mascareñaz

Keara Mascareñaz is the Managing Partner, Organizational Design at Education Elements. She focuses on organizational design and how to build and scale a culture of innovation in large systems. Keara leads work in change management, leadership development, school design, and strategic planning. Keara is the toolkit creator for The NEW School Rules: 6 Practices for Thriving and Responsive Schools.



Keara has supported system-wide change at more than 500 district and school partners and has led projects for rural, urban, and suburban schools and districts, including dozens of Gates Foundation Next Generation Learning Challenge schools and regions, Gates Next Generation Systems Initiative grantees, and Race to the Top district winners. She has been a keynote speaker and workshop facilitator at TinyCon, iNACOL, District Administration Leadership Institute, Blended and Personalized Learning Conference, Personalized Learning Summit, and hundreds of districts around the country.

Keara began her career as a third grade teacher on the Navajo Reservation. She worked as a college coach, history teacher, operations manager, and curriculum designer; and through this work, she learned how to effectively communicate about and engage folks in the work of large-scale change. Keara was selected as one of 20 fellows in the national Pahara NextGen Network that focuses on developing leaders who will change the future of education. Keara grew up in rural southern Oregon and currently lives in Denver with her husband.

You can connect with Keara via Twitter at @kearamas, or subscribe to her newsletter at <https://thekikibrief.wpcomstaging.com/>

Additional Photos



Anthony Kim



Keara Mascareñaz

Production Information

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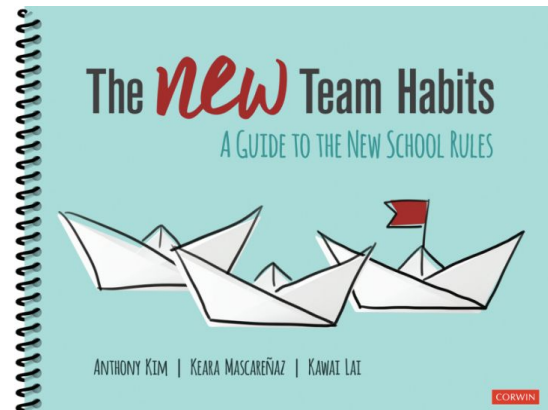
Available at Amazon.com, and Corwin.com

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Page Count: 176

Genre: Education & Teaching, Business & Money, Self-Help



Description:

Leading teams in a rapidly changing world

Written for leaders who want to improve their teams, this guide is a follow-up to the best-seller, *The NEW School Rules*, a framework for transitioning to a more responsive, innovative organization. *The NEW Team Habits* goes further, providing battle-tested practices the authors have used with hundreds of leadership teams to build better habits for team learning, meetings, and projects.

Readers will find

- a five-step learning cycle for building team habits
- links to videos, readings, and other resources to build knowledge
- engaging team activities to drive learning

Press Release

New Workbook helps Organization Leaders Create Effective Teams

"The NEW Team Habits: A Guide to the New School Rules" by Corwin provides step-by-step instructions to help leaders make change that matters

SAN CARLOS, CALIF. (November 12, 2019) – The way teams work makes an incredible difference in an organization's culture and effectiveness. For leaders who want help improving their teams, the new book "The NEW Team Habits: A Guide to the New School Rules" provides a step-by-step guide for building habits that help teams be more successful.

The book is co-authored by Anthony Kim, founder and CEO of education consultants Education Elements; Keara Mascareñaz, the company's managing partner of organizational design; and Kawai Lai, one of the company's founding team members. The NEW Team Habits is published by Corwin, a leading provider of evidence-based professional learning for K-12 educators, and is available at [Amazon](#) and [Corwin](#).

The NEW Team Habits is a follow-up to the best-seller [The NEW School Rules](#), which was co-authored by Kim. It provides battle-tested practices the authors have used with hundreds of leadership teams to build better habits for team learning, meetings and projects.

"Educators in schools and districts across the country work extremely hard for all the right reasons, to prepare our students for the future!" said Kim. "Our next evolution as an education system is to change the way we work. Teams are the node for change and have a ripple effect across the organization. If we want to have more inclusive, diverse, and learning focused organizations, we have to change the everyday practices we have as teams."

In the book, readers will find:

- A five-step learning cycle for building team habits
- Links to videos, readings, and other resources to build knowledge
- Engaging team activities to drive learning

“We wrote this book because as we worked with schools and districts we saw some teams consistently able to achieve their goals and others not,” said Mascareñaz.

“Leaders understand why new team practices matter, but struggle to build buy-in, transfer knowledge to others, and make changes that are the right size: big enough to make an impact but not so big as to overwhelm their teams. This book serves as a step-by-step guide to make changing team habits more fun and possible.”

About the Authors

Anthony Kim is a speaker and Corwin Press bestselling author, with publications including *The New Team Habits*, *The New School Rules*, and *The Personalized Learning Playbook*. His writing ranges the topics of the future of work, leadership and team motivation, improving the way we work, and innovation in systems-based approaches to organizations and school design. Anthony believes that how we work is the key determinant to the success of any organization.

Keara Mascareñaz is the Managing Partner, Organizational Design at Education Elements. She focuses on organizational design and how to build and scale a culture of innovation in large systems. Keara leads work in change management, leadership development, school design, and strategic planning. Mascareñaz is the toolkit creator for *The NEW School Rules: 6 Practices for Thriving and Responsive Schools*.

Kawai Lai is a designer, facilitator, and strategy consultant helping organizations make the abstract more concrete. She was a founding team member of Education Elements and is also a co-founder of VizLit, an organization with a mission to unlock the visual

minds of students and educators. Formerly, she served as the Vice President of Innovation at the National Association of Independent Schools, a non-profit serving over 1,800 schools and 730K students across the country and abroad.

About Education Elements

[Education Elements](#) works with districts to build and support dynamic school systems that meet the needs of every learner, today and tomorrow. Education Elements takes the time to understand the unique challenges school leaders face, and then customize the Education Elements approach for each district. Ed Elements has worked with hundreds of districts across the country. They bring deep expertise, design thinking, expert facilitation and the spirit of collaboration, along with their extensive toolkit of resources and technology, to deliver sustainable results. Please visit <http://www.edelements.com> to learn more.

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Endorsements

"Leadership has one responsibility: to grow your people. The 3 habits are steps to set those conditions. It's really a simple equation: grow the people, the people grow the organization, and the organization grows the results"

- Howard Behar, former President of Starbucks

This short visual practical book will make you smile, think, work, practice so you and your team get better and more responsive.

- Tom Vander Ark, CEO of Getting Smart

The traditional education system was set up as a single-player sport. You were responsible for your work, your assignments, your test scores, your grades, your behavior, and so on. If you work in education, this model continued throughout your career as an educator.

The problem is we now live in a team-based world, and unless you played a team sport, most of us never learned how to be part of a creative and productive team. We never learned the habits and skills critical to team effectiveness. We certainly didn't have a guide or the ability to practice good habits.

This guide is a playbook, specifically focused on helping teams build habits as a collective unit, instead of as individuals. This step by step guide allows teams to practice battle-tested activities that will help them develop productive and practical habits of learning, meetings, and projects.

Any team that works through this playbook will come out as a more effective and productive team on the other side!

- Jaime Casap, Google Education Evangelist

Shared habits are at the root of culture, which makes The New Team Habits an excellent guide for building a strong team culture that delivers for our students. Far too few thought leaders pay enough attention to these operational questions. Bravo to Anthony Kim, Keara Mascarenaz, Kawai Lai, and Education Elements for digging in here.

- Michael Horn, co-author of "Choosing College" and Head of Strategy, The Entangled Garden

"Equity, diversity and inclusion is a high priority for many districts across the country. A genuine commitment and a strong understanding of how to secure the presence of these tenets in the teaching and learning landscape will continue to be at the center stage of visionary and innovative strategic plans. New Team Habits has the potential to provide actionable approaches to making equity, diversity and inclusion part of our daily practice."

- Jose Dotres, Chief Human Capital Officer, Miami-Dade County Public Schools

Interview Resources

So why did you write this book?

We wrote this book because as we worked with hundreds of schools and districts we saw some teams consistently able to achieve their goals and others not. We know the way teams work makes an incredible difference in an organization's culture and effectiveness. And, as we've worked with many leaders who want to help improve their teams, they understand why new team practices matter, but struggle to build buy-in, transfer knowledge to others, and make changes that are the right size: big enough to make an impact, but not so big as to overwhelm their teams. We created this step-by-step guide to make changing team habits more fun and possible; we include inspiring activities, call out potential roadblocks, and provide a learning plan that makes changing habits as easy as possible for leaders and teams.

In the book, you focus on the habits teams have for learning, meetings, and projects.

Why are these the most important habits?

As we wrote the book, we tried to think about the things that every team does every day. We brainstormed a long list of potential habits to focus on, but when we reflected on the work of the district and school teams we support, we found that every team is driving learning, hosting meetings, and leading projects weekly, if not daily. We wanted to make sure this guide focused on improving what teams were already doing versus asking them to do something new.

What impact can my team habits have on students?

Schools and districts across the country spend millions of dollars on a long list of programs and initiatives to improve student outcomes, yet are grateful to see academic gains of a couple percentage points. From our work with hundreds of schools and districts, we know there is a better way for teams to work together. Changing team habits

for learning, meetings, and projects can lead to better academic results, greater teacher retention, and higher-quality school systems.

Speaking Engagements and Topics

Typical speaking engagements include keynotes (45 - 60+ minutes) or interactive workshops to develop your leaders and teams (90-180 minutes).

Keara Mascareñaz, author, speaker, organizational design expert is available for speaking engagements about the ideas related to this book, *The NEW Team Habits*, as well as *The NEW School Rules*.

Topics include:

- Creating Belonging and Inclusion Through Team Habits
- Team Habits For Improving Your Meetings
- The Method To Develop More Effective Habits
- Developing Lifelong Learners In Your Organization
- Strengthening Team Culture Through Habits, Goals, and Roles
- How To Create A Culture of Innovation in Your District

Anthony Kim, speaker, author, founder is available for speaking engagements about the ideas in his latest book, *The NEW Team Habits* as well as on the themes from his previous book, *The NEW School Rules*.

Topics include:

- How To Build Successful Teams
- How New Practices Can Help Districts Change Old Habits
- 6 New School Rules that Will Transform Your District

Contact

Ben Politzer, ben@newteamhabits.com for more information about the book or to inquire about speaking engagements.

WHY RESPONSIVE ORGS MATTER

You likely have some interest in changing the way work happens in your organization. You are part of a group of leaders working across sectors who are seeking to improve the way their organizations function. These leaders are a part of a movement to create more responsive organizations.

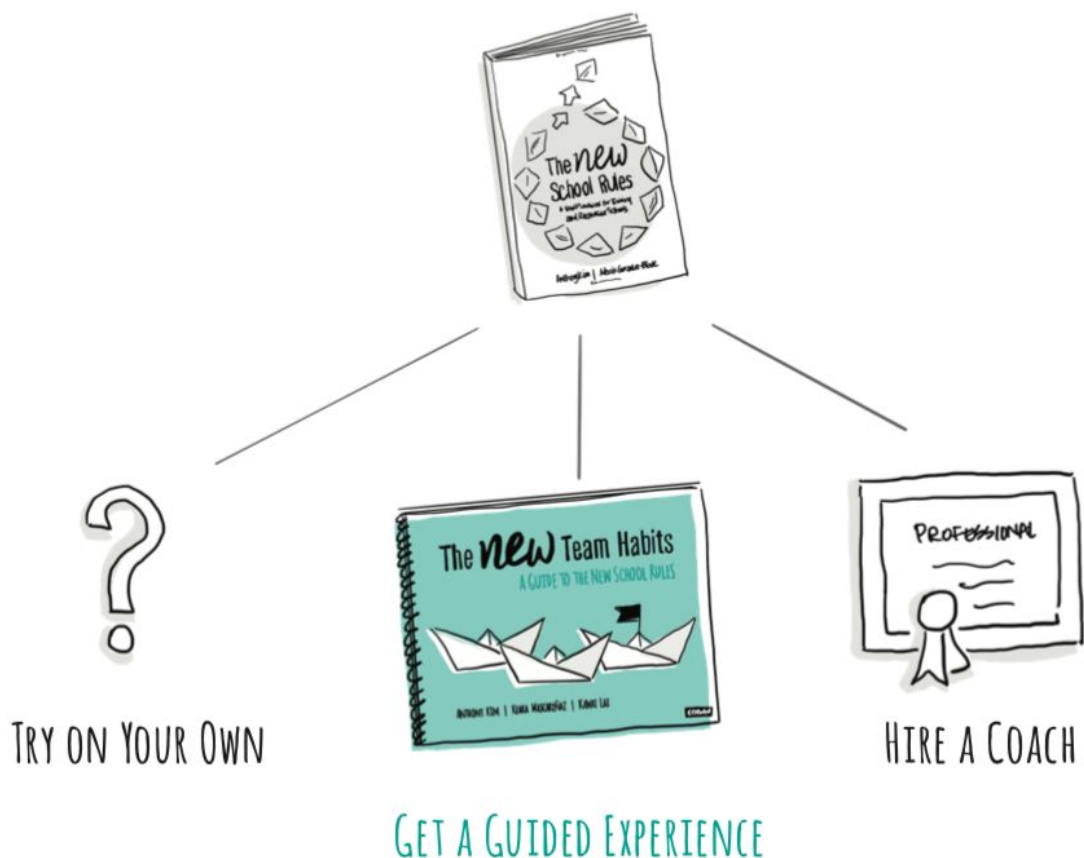
The responsive org movement has gained momentum as leaders have sought new ways to design and run their teams and organizations at large. The folks at responsive.org have defined this kind of organizational design:

“Responsive organizations are built to learn and respond rapidly through the open flow of information; encouraging experimentation and learning on rapid cycles; and organizing as a network of employees, customers, and partners motivated by shared purpose.”

As our world has become more digital, connected, and complex, there is a need to shift to a more responsive organizational design that values the diverse needs of humans inside of the organization and the rapid changes in the world outside of the organization. We see organizational design as a constant evolution. Our foundational designs shift as the nature of work, the distribution of power, and the needs of the people change.

HOW TO TURN RULES INTO HABITS

When implementing a new set of ideas and practices like The new school rules, there are three routes you might take. Implementing the rules on your own is easy and inexpensive. However, this approach can be time consuming and overwhelming and requires incredible self-discipline. Hiring a coach to guide your implementation provides effective and customized support, but can be expensive. Using a step-by-step guide like this **The NEW Team Habits** provides some of the support of a coach with the flexibility and cost efficiency that come from implementing on your own.



WHY WE WROTE THIS BOOK

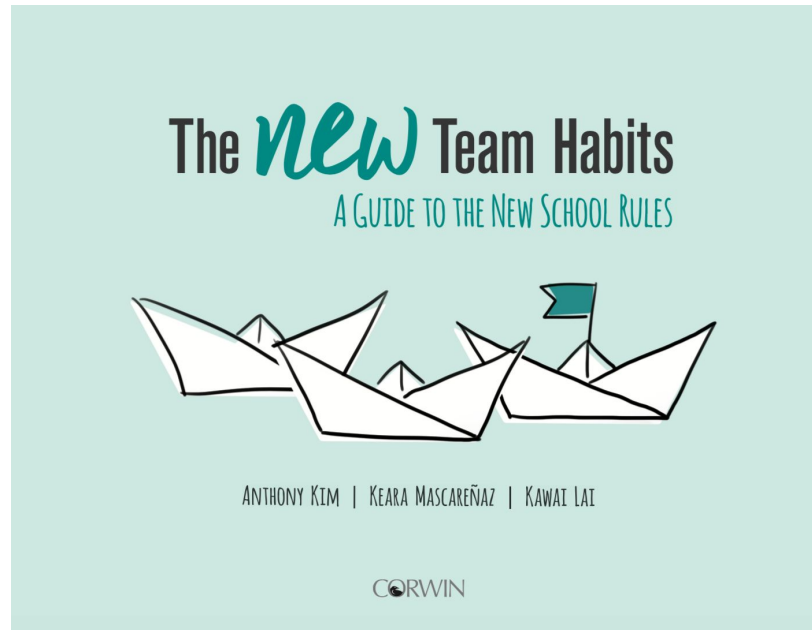
We created this step-by-step guide because we found that while leaders

often understand why new practices matter, they struggle to build buy in, transfer knowledge to others, and make changes that are the right size—big enough to make an impact, but not so big as to overwhelm themselves or their teams. This guide is specifically focused on teams and helping them build habits as a unit, instead of as individuals. The activities have been battle-tested as we facilitated learning and coaching for hundreds of leadership teams across the country.

This guide provides a light introduction to the six New School Rules. If you want to develop a deeper understanding of the rules and their philosophical grounding, we recommend revisiting the book or our website.

www.newschoolorules.com

Sample Title Page and Contents



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WHY WE WROTE THIS GUIDE

We created this step-by-step guide because we found that although leaders often understand why new practices matter, they struggle to build buy-in, transfer knowledge to others, and make changes that are the right size—big enough to make an impact, but not so big as to overwhelm themselves or their teams. This guide is specifically focused on teams and helping them build habits as a unit, instead of as individuals. The activities have been battle-tested as we facilitated learning and coaching for hundreds of leadership teams across the country.

This guide provides a light introduction to the six new school rules. If you want to develop a deeper understanding of the rules and their philosophical grounding, we recommend revisiting the book or our website:

www.newschoolrules.com

WHY DOES THIS GUIDE FOCUS ON ONE TEAM?

This guide focuses on teams as the unit of change. For a habit to take root, it needs to be learned, practiced, and used by an entire team. **The NEW Team Habits** specifically supports you to make changes within one team. Once you've engaged one team in shifting their habits, it is easier to build and customize these habits with other teams and eventually across the organization.

YOUR STEP-BY-STEP GUIDE

You may wonder why we aren't helping you create organization-wide change from the start. After all, if you are reading this guide you are likely an organizational leader. Too often we see leaders try to make shifts at the organizational level before meaningful work has been done with individuals to shift mindsets and build skills, or with teams to develop trust and create shared understanding, relying on a few "hero" leaders to drive the change. But, to last, change needs to be driven and supported by the entire team. Therefore, this guide will focus on individual- and team-level changes first. In doing so, we will establish team habits that build a foundation for lasting changes that you can spread across your organization and sustain in the future.

THE HABITS OF RESPONSIVE TEAMS

The **NEW School Rules** offers a philosophical approach as well as concrete practice and experiments for each of the six rules. Yet we've found that leaders have needed even more explicit guidance to help their teams build knowledge and apply the rules. These habits bring together the new school rules in a way that makes them easier to apply in everyday work. This guide focuses on teams as the unit to drive change across an organization. It provides a step-by-step guide to build new team habits for learning, meetings, and projects. Although there are more habits you can build in these three areas, we focus on one habit for each, specifically to get your team started in shifting the way work happens.



STEP-BY-STEP GUIDED EXPERIENCE

DESIGNED FOR TEAMS

3 HABITS FOR
RESPONSIVE TEAMS



CHAPTER 1

1