

The Secret Sauces of building a culture



SPARC 2022 | Laura Walker & Bob Rojee

About Us



Laura Walker

Director, Summer Day Camps for
Charlotte Latin School

Charlotte, NC



Bob Rojee

Sr. Advisor, SPARC and currently as
Director of Auxiliary Programs for
St. Mark's School

Southborough, MA



BEING A COUNSELOR
MEANS... HAVE FUN!
BE ENGAGING
CREATE FRIENDSHIPS
BE A LEADER & BE KIND
TEACH & LEARN
THE BEST
WEEK EVER!

CAMP UP!



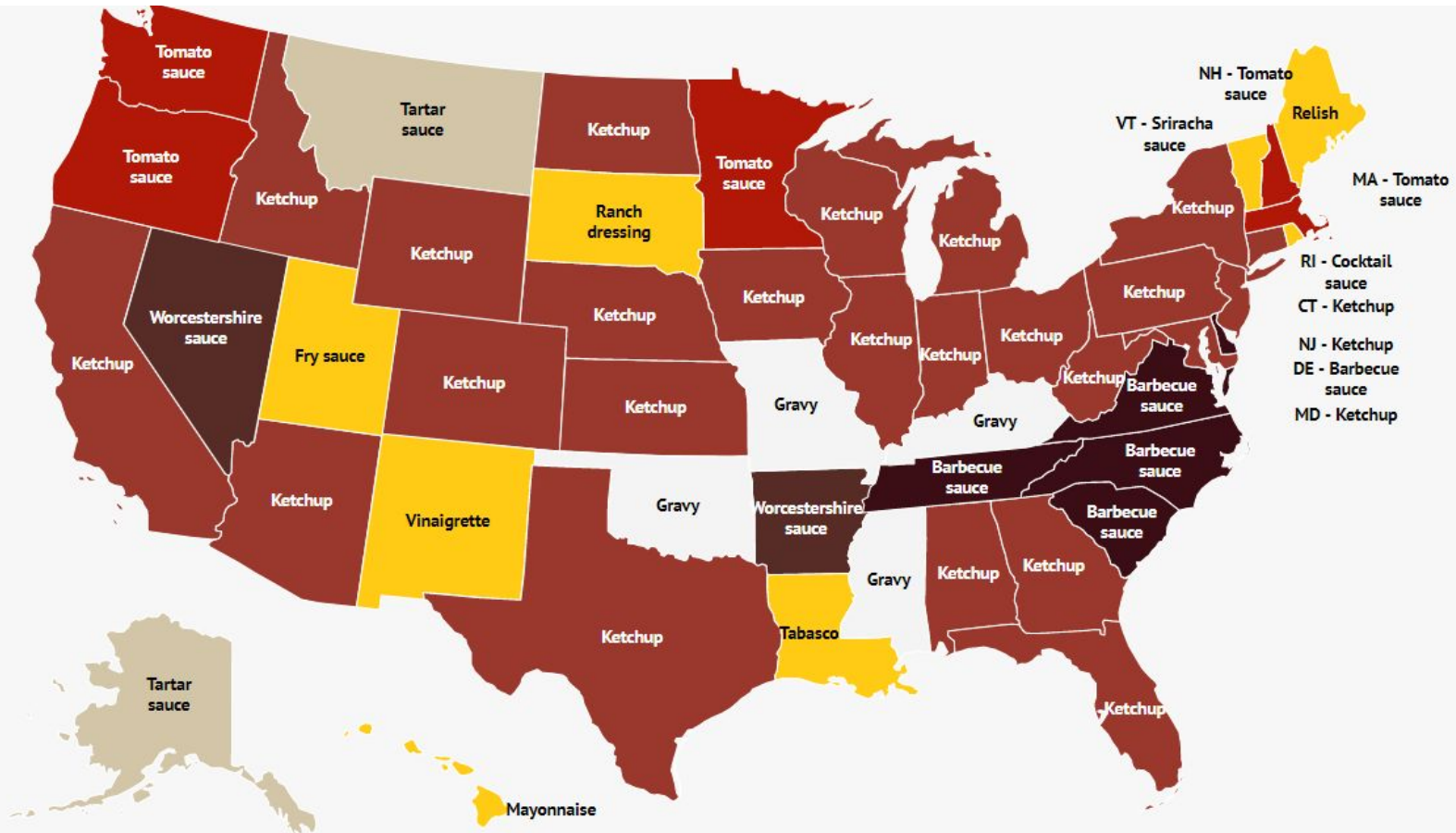
What is your current sauce base?

Mission

Goals

Infrastructure

THE 5 SAUCE BALANCE



1. BASIC MUST HAVE

RESPECT & ACCOUNTABILITY

Honorable leadership: It's not hierarchy it's unity

- Hiring the right people
- Role, age, experience
- Hands-on leadership

Communication

- Handbook: Understanding the job and its entirety
- Feedback

Clear boundaries

- Working with children/teens

Effective training

- Risk Mitigation
- Behavior Management



KETCHUP

MAYO

RANCH

BBQ

HONEY MUSTARD

TOMATO SAUCE

DEFINING MANAGEMENT & LEADERSHIP

MANAGEMENT

LEADERSHIP

2. NAME BRAND

RELIABLE & RELATIONAL

PREDICTABLE/MEASURABLE OUTCOMES

- Go back to your base. What do you promise?
- Have you set your staff up for success?

CARING & LOVING INTERACTIONS

- Training is key
- Give back to the community

MEMORABLE

- Branding
- Accessible
- Versatile



BLEND INTO THE SCHOOLS CULTURE



3. Seasonal Flavors

MAKE AN IMPACT

- Intentional events/actions

CREATE "THE HYPE"

- How do we do this?

FEEDBACK AND EVALUATIONS

- Rate of evaluation
 - Method used
- Reality of follow through
 - Envelope tip
- Relates back to policy and practices
- Seasonal/temporary follows the base sauce

_____ **VS SCHOOL**

Camp / After school / Enrichment



“TASTE TEST” TRIAL AND ERROR

BREAKOUT TABLE CONVERSATIONS



4. ARTISAN

EXPECTATIONS AND MODELED BEHAVIOR

- Hand-crafted intentional experience as an employee and camp family

VISIBLE

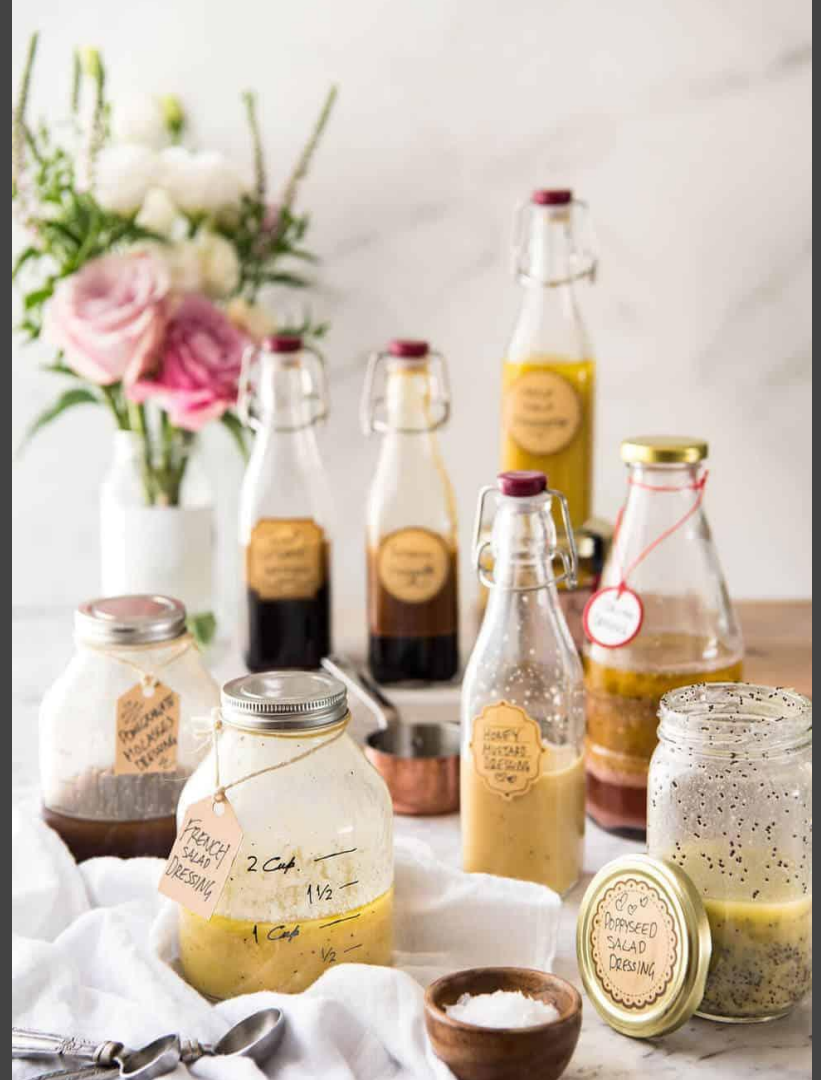
- Policy, Safety & Environment

UNIQUE

- Creative, Fun & Whimsical

ORGANIC

- Natural and Enjoyable



5. BLEND

HOT SAUCE & MAYO

- Essentials meet style, passion & humor

SPRINKLE IN SEASONINGS

SEASONING CREATES BOLD PRESENCE

- Advocate
- Overlooked
- Need want have
- Open ended variables

MARINATE

- Some culture elements take time
- If not marinated, won't be successful -
Create sustainability



CULTURE IS...

- Defining your base
- Evaluating needs
- Creative adaptability and preparation
- A presence that is genuinely created and organically distributed
- Respect that is mutually earned is mutually celebrated

CULTURE IS BLENDING & DIPPING
INTO OTHER SAUCES FOR WHAT YOU ARE
MISSING OR NEED MORE OF.

Treat your
employees
like they make
a difference –
and they will.

Empower + Reward = Results

Grocery List - Book Resources

Culture Built My Brand

Authors: Mark Miller and Ted Vaughn

Creating Magic

Author: Lee Cockerell

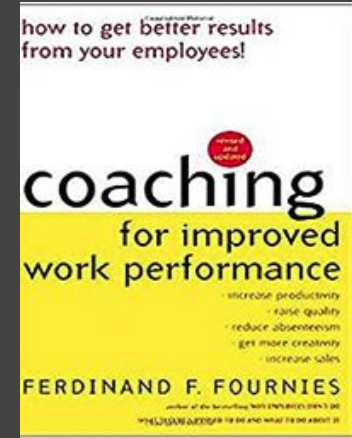
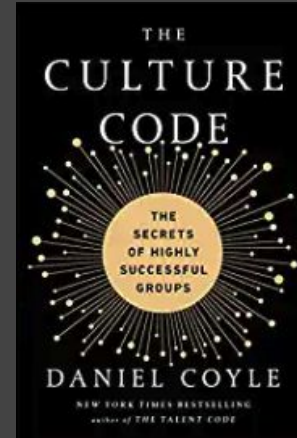
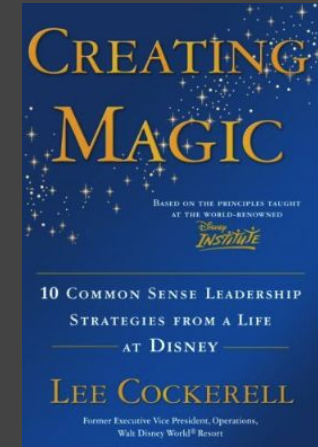
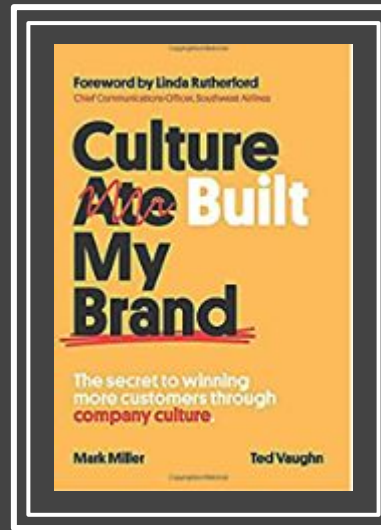
Coaching for Improved Work Performance

Author: Ferdinand F. Fournies

The Culture Code

Author: Daniel Coyle

Podcasts: Camphacker TV, Camp Code, Rec Heads and Camp Nerds, The Day Camp Pod



Questions?

Laura Walker

Director of Summer Day Camps,
Charlotte Latin School

laura.walker@charlottelatin.org

Bob Rojee

Sr. Advisor, SPARC & Director of
Auxiliary Programs, St. Mark's
School

bob@sparcnational.com