



KEYNOTE SPEAKER ROBYN JACKSON



Dr. Robyn R. Jackson believes something most people in education are afraid to say out loud: 100% student success is not a wish. It's an achievable result, and the only reason most schools haven't reached it is that the systems they've been given were never designed to get them there. That conviction is the foundation of everything Dr. Jackson does.

For more than 30, she watched principals do everything "right" -- work harder, add more initiatives, follow every directive -- and still not get the results they were promised. The problem wasn't effort. It wasn't even their commitment. It was that no one had ever given them a system built specifically for 100%. So she built the Buildership[®]

model to help principals stop managing problems and start building the systems that ensure every teacher does the right work, the right way, for the right reasons, even when no one is watching. Schools that implement it don't just see incremental improvement. They become places where 100% student success is no longer a goal. It's a standard.

Today, Dr. Jackson mentors principals through the full Buildership[®] transformation. She is also the host of *The 100% Principal Podcast*, ranked in the top 1.5% of podcasts globally, and the author of *The 100% Principal Weekly*, a free newsletter read by more than 26,000 educators every Friday.

She is the author of 13 books, including the bestsellers *Stop Leading, Start Building* and *Never Work Harder Than Your Students*, and she is currently under contract with ASCD for her forthcoming book, *Building a 100% Culture*. Thousands of principals across the country have used her work to move from fragmented initiatives and frustrating results to the clarity, alignment, and consistency that 100% requires.

Dr. Jackson lives in Washington, D.C. with her husband, Charles, and their Cane Corsos, Nola and Maasai.

At our Wednesday General Session Robyn Jackson presents *Building a 100% Culture* for us. Most schools operate somewhere between toxic and tolerable, with pockets of excellence, widespread burnout, and an unspoken belief that some students just won't make it. But that's not fate. It's culture. In this practical keynote, Dr. Robyn R. Jackson helps you diagnose exactly whether your school culture is toxic, "good enough," or 100%, and what it's costing you to stay there. You'll explore what separates a culture of compliance from a culture of commitment, and you'll discover how to address the real roadblocks keeping your staff from fully owning their impact. You'll leave with a clear framework for building a school where belief runs deep, expectations are aligned, and every adult is working toward one powerful goal: 100% student success. She'll also present a breakout session Wednesday at 10:45 am in the Grand Ballroom titled *Building a 100% Culture: The Practical Playbook* for those who want to dive deeper.

