Be+

Strategic and Tactical Planning Framework

Become • Behave • Belong • Believe

Be+ is a simple four-part framework for designing professional development, annual plans, and strategic plans. It works for schools, organizations, and personal goals.

1 BECOME / BECOMING
(The End State)

The clear end state after a period of time.

Example:

At the end of the year, our teachers will become master deliverers of content who teach and inspire students to achieve mastery.

2 BEHAVE / BEHAVIORS
(Practicable Actions)

The specific, stackable actions that get you to the end state. These must be practiced.

Example:

In Quarter 1, teachers create strong classroom cultures with warmth, systems, routines, and clear instructions.

3 BELONGING
(Stories & Experiences)

The stories, rituals, and shared experiences that elevate and connect people.

4 BELIEVING
(Insight, Pride & Recognition)

The insight, pride, and recognition that make the work stick.

Becoming:	At the end of [time period], [who] will become…
Behaviors:	The key behaviors we will practice…
Belonging:	Stories and experiences that will elevate and connect us…
Believing:	How we will create insight, pride, and recognition…