

WHAT WE DO MATTERS

The Brightsiders Advantage

How Educators Rise Through What They Go Through

Tim Crowley

Speaker • Author • Leadership and Culture Strategist

Missouri SW PBS Summer Institute 2026

CONNECT BEFORE CONTENT

THIS IS NOT AN ICEBREAKER



HIGH



LOW



BUFFALO

**Every child is one caring adult
away from a success story.**



Josh Shipp

“

People will forget
what you **said**.

People will forget
what you **did**.

But they will never forget
how you made them **feel**.

”

— MAYA ANGELOU



WHO MADE A DIFFERENCE IN YOUR LIFE?

Think of someone who...

- **Saw** something in you before you saw it in yourself.
 - **Encouraged** you when you needed it most.
 - **Challenged** you to grow.
 - **Believed** in you.
 - Let you know you **mattered**.
-

Who comes to mind?



Take a moment.
Think of their name.

Congratulations on

20 YEARS!

Empowering Educators.
Impacting Students.

Missouri Schoolwide Positive Behavior Support



25,000+
SCHOOLS



50
STATES



MILLIONS
OF STUDENTS IMPACTED

*Founded by Dr. George Sugai and Dr. Robert Horner,
University of Oregon.*



THE BRIGHTSIDERS ADVANTAGE

A Framework Designed for You.

We'll introduce all three today. The breakouts will bring them to life.

1

RISE STRONG



**Rise Through
What You Go Through**

2

BEAT BURNOUT



**7 Micro Habits.
Less Than 1% of Your Day.**

3

MULTIPLY YOUR IMPACT



Be a Ripple Maker

THE SECRET SAUCE



FOR RISING STRONG

Meaning | Purpose | Why

A REASON TO KEEP GOING.

FRANKL
called it
MEANING.

SINEK
calls it
WHY.

THE BLUE ZONES
call it
PURPOSE.

Those who have a *“Why”*
Can Bear Almost Any *“How.”*

— VIKTOR FRANKL —

SAVOR



The ability to notice, appreciate, and extend positive experiences.

Dr. Fred Bryant

Loyola University Chicago

GRATITUDE

Gratitude turns what we have into enough.

Dr. Robert Emmons
University of California, Davis

JOY • LAUGHTER • HOPE

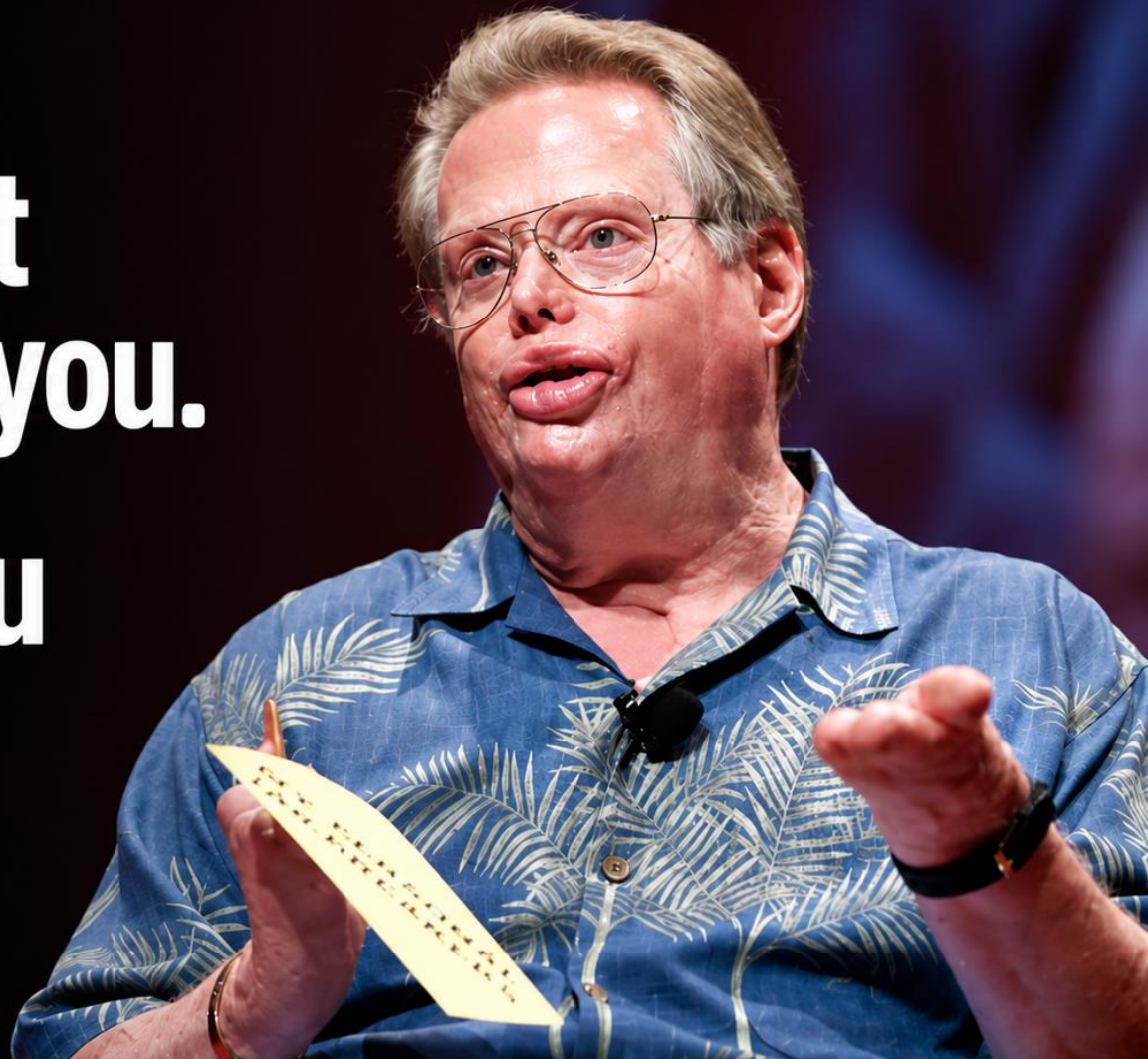
Joy fuels us. Laughter connects us. Hope sustains us.

Dr. William Fry
Stanford University

**It's not what
happens to you.**

**It's what you
do with it.**

— W. MITCHELL



WHAT WE DO MATTERS

Missouri SW PBS Summer Institute 2026

THANK YOU



*“Every child is one caring adult
away from a success story.”*

— Josh Shipp

Thank You for Being That One.

Tim Crowley

Live With Purpose. Lead With Heart.

DrTimCrowley.com