

The Wax On, Wax Off video series was created to transform Hickman Mills C-1 Schools annual Convocation into an engaging and inspiring experience. The goal was to introduce Kaizen (continuous improvement) in a way that resonated with educators and administrators. Using a thematic approach inspired by The Karate Kid, the videos made the abstract concept of growth relatable and memorable.

**Usage & Target Audience** The series was integrated into the district-wide Convocation, held at the beginning of the academic year. The videos were played throughout the event and later used in professional development sessions. The primary audience includes all staffteachers, administrators, and support personnelwho collectively serve 5,100 students.

**Supporting Effective Communication** The videos enhanced communication by:

- Simplifying Complex Ideas:** The Karate Kid narrative broke Kaizen into an easy-to-understand concept.
- Using Engaging Visual Storytelling:** Dynamic video content replaced traditional slideshows, making the message more compelling.
- Creating Emotional Connections:** Featuring leadership in key roles added humor and reliability.

**Outcomes Achieved**

- Higher Engagement:** Post-event surveys showed increased enthusiasm and participation.
- Improved Understanding of Kaizen:** Staff better grasped continuous improvement.
- Stronger School Spirit:** The event fostered a sense of unity and shared purpose.
- Extended Reach:** The videos support professional development, reinforcing the Convocations message.

By leveraging creative storytelling and a recognizable theme, the Wax On, Wax Off video series turned Convocation into a powerful catalyst for motivation and professional growth, setting a positive tone for the school year.