

# THE 72-POINT Challenge

*Significant 72  
Unleashing the  
Power of  
Relationships*

## Why is 72 points per day important?

Recognition plays a crucial role in students' educational development and overall well-being. It is a powerful motivator that helps build self-esteem and confidence while fostering a positive classroom environment. By striving to meet the goal of 72 points per day, you are committing to intentionally acknowledging students' efforts, progress, accomplishments, and achievements. Each point represents a meaningful moment where a student feels seen, valued, and encouraged—a vital step in creating an atmosphere where students can thrive.

## What is recognition?

Recognition involves actively acknowledging a student's contributions, whether big or small. This can take many forms:

- **Verbal Acknowledgment (1 point):** Provide students specific verbal recognition for their effort, progress, or achievement.
- **Physical Acknowledgment (2 points):** Give the student a little physical acknowledgment, such as a high five, fist bump, chicken wing, or pat on the back.
- **Personalized Notes (5 points):** Write the student a quick note on a piece of paper, sticky note, or certificate recognizing student growth or progress.
- **Video Messages (10 points):** Send a brief 15 to 30-second video home to the student and the parent(s) or guardian(s).
- **Positive Phone Calls (20 points):** Call the parent(s) or guardian(s) at home or work and share the recognition with them!

## How to achieve 72 points per day?

Points are awarded for each instance of student recognition. To meet the 72-point daily goal, follow these steps:

1. **Be Intentional:** Plan moments throughout the day to look for opportunities to recognize students. Example: Start your morning by setting a goal to acknowledge three students during the first lesson.
2. **Diversify Recognition:** Use a mix of strategies to make recognition impactful and personal. Rotate between verbal praise, written notes, and phone calls to ensure variety.
3. **Track Your Progress:** Use a simple point tracker, such as tallies on a whiteboard or a notepad, and feel free to share your progress with your students to keep them engaged and motivated.
4. **Focus on the Small Wins:** Recognition doesn't need to be for big achievements. Highlight effort, kindness, improvement, and participation to encourage growth.
5. **Celebrate the Goal:** At the end of each day, reflect on the students you've impacted through recognition. Share successes with your team or journal how it's contributing to a positive environment.

By consistently striving to meet the 72-point goal, you make recognition a cornerstone of your teaching practice, helping to create a classroom culture where students feel valued and motivated every single day.



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