This study examines how perceptual and organizational changes at an Israeli elementary school established a culture of commitment and caring. Data were collected through semi-structured in-depth interviews with 15 staff members, 10 parents of students, and 10 students, supplemented by observations and documents. Findings were analyzed using a qualitative-phenomenological methodology. Two main themes emerged: the leadership strategy prioritized the emotional wellbeing of organization members, and a values-based caring approach was established. In the initiation phase, the principal set goals for supporting staff members and responding to their needs. The implementation phase involved modifying staff members’ approach and incorporating professional processes in line with the vision and policy. In the institutionalization phase, a “positive spin” was accepted by the organization’s members, creating a culture of caring. This study contributes to knowledge of how a positive organizational culture can be created in an educational system through integration of new approaches and principles.