

# 9 steps to your school's communication success

From the new book:  
How to build communication success in your school



## Understand the power of great communication

Your ability to communicate impacts where parents send their children, how you attract and retain teachers and manage your reputation.



## Be self-aware

Take an objective look at how you communicate through listening, research and feedback.



## A shared direction

Know who you are as a school, how you are different and build your direction with your team.



## Understand who you're communicating with

How do parents, teachers and the community want to receive information and give feedback? What are they saying about you right now?



## Build your skills

Understand your communication style, ask the right questions, listen and communicate masterfully.



## Take the pressure off

Reduce information overload on parents and teachers by having an information management process in place.



## Use technology to your advantage

There are lots of options. Choose the technology based on what you actually need, rather than it being the latest trend.



## Be ready when things get tough

Have a crisis communication plan in place. Know how to communicate during periods of change.



## Celebrate the results

Have a communication objective or KPI as part of your school plan. Celebrate as a team when you see even small successes.



Contact us for a chat about your school's communication needs:  
[www.fit2communicate.com](http://www.fit2communicate.com) or email [hello@fit2communicate.com](mailto:hello@fit2communicate.com)



**So students can succeed**