

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.



So students can succeed