

# Leading and Communicating



## CHANGE

**Do the Right Thing** – focus on data-driven decision making that benefits students

**Communicate** how you're doing the right thing using multiple methods

**Stay on the same page** – foster a close relationship between Superintendent and Communications Professional

**Listen** – in every way possible, look for opportunities to involve, engage, collect input

**Make time for face-to-face** with communities – they need to see the whites of your eyes to maintain those good relationships

**Be transparent and responsive** – share as much information as possible in every way possible. There are no secrets in school districts and it's better if they hear it from you.

**A little help from your friends** – share and take advantage of lessons learned

**Build capacity** - Not every leader in your district will be ready for this type of leadership, be patient and continue to model, coach, provide tools and resources

**Challenge the status quo** – never be satisfied with where you are at, listen a lot and adjust to what you are hearing

**Be nimble and flexible** in your communication efforts

**Welcome critics** – they are a gift of information, they are giving voice to what some people are thinking. Each one is an opportunity to learn about weaknesses, gain a supporter, volunteer, donation

**Maintain your sense of humor** – these are serious times, but holding on to your sense of humor will help everyone get through it together

**Be kind** – Meet people where they are. Model the behaviors and attitudes you expect to see in others. Show them the respect you want them to give to you. Demonstrate the way relationships should be cultivated and practiced in your district.

**It's the little things** – personal calls to employees, visits to school events matter and make a huge difference to the people you are leading

**Get out to schools** to stay positive and remind you why you work so hard