

10 Mistakes School Leaders Make in Messaging

Gleaned from Will Parker's book, *Messaging Matters*

By mistake, school leaders sometimes...

- 1) ...focus their energy on putting out fires rather than prioritizing proactive positive messaging
- 2) ...do not see that schools are in the *customer service* business
- 3) ...fail to grasp the importance of *listening* in building trust, and without trust, people won't trust your *message*
- 4) ...avoid difficult conversations rather than communicating in a firm, fair, and consistent manner
- 5) ...think that if they have communicated something once, using one medium, it is sufficient
- 6) ...use technology to replace rather than enhance face-to-face dialogue
- 7) ...underestimate how much communication teachers need ahead of time when asked to implement a change
- 8) ...take a hands-off approach to teacher team meetings rather than seeing this as a prime opportunity for positive messaging
- 9) ...use teacher evaluation rubrics only for evaluation rather than for communicating about effective teacher practice
- 10) ...see celebrations, team builders, and traditions as fluff rather than opportunities to communicate important values