

The What, Whys, and Hows of Effective Communication

The Single Biggest Problem with Communication is the Illusion It Has Taken Place.

– George Bernard Shaw

This 5-Part Series will equip Superintendents with essential communication skills necessary for success in leading their districts effectively. Being an effective communicator isn't an innate skill, it must be learned, honed, and practiced.

Each session is designed to be practical and hands-on, providing Superintendents with actionable strategies and tools to enhance their communication capabilities. By mastering these skills, Superintendents can effectively lead their districts, build strong relationships with stakeholders, and navigate challenges with confidence and competence.

KEY ATTRIBUTES OF EFFECTIVE COMMUNICATION SEPTEMBER 10, 2024

Focus on verbal, vocal, and non-verbal communication attributes.

Build a repertoire of active listening strategies.

Develop a deep understanding of the importance of clarity, authenticity, and transparency in messaging.

COMMUNICATION SKILLS AND STRATEGIES OCTOBER 10, 2024

Introduce the 5-C Model of Communication as a conceptual framework.

Explore how different attributes of conversations impact relationships and decision-making.

Provide practical strategies for improving communication effectiveness.

CONVERSATIONS LEAD TO COMPROMISE AND CONSENSUS NOVEMBER 13, 2024

Deep-dive into utilizing the 5-C Model of Communication to facilitate conversations.

Focus on building consensus through conversations and a shared vision with stakeholders.

Provide strategies for navigating disagreements and reaching mutually beneficial outcomes.

DIFFICULT CONVERSATIONS DECEMBER 10, 2024

Address strategies for effectively communicating during a crisis or challenging situation.

Teach why and how to maintain composure, empathy, and clarity during difficult conversations.

Provide tools for managing emotions and resolving conflicts constructively.

EFFECTIVE COMMUNICATION AND BUILDING CONSENSUS JANUARY 14, 2025

Discuss how to apply communication skills with the Board and other key stakeholders.

Emphasize authenticity, honesty, and transparency during interactions.

Explain the value of data to foster partnerships and build consensus.

FOR SUPERINTENDENTS

5 MONTHLY SESSIONS

2:00PM - 3:30PM

SPACE IS LIMITED

Attendance of the Series will include a copy of *Navigating Special Education; The Power of Building Positive Parent-Educator Partnerships* by Peggy S. Bud and Tamara L. Jacobson

REGISTER NOW



Peggy S. Bud is a Communication Coach, Author, and TEDx Speaker (Redefining the Parent-Teacher Relationship). Using her 30+ years in public education as a speech-language pathologist and school administrator, she helps clients bridge the communication divide. She coaches business leaders and parents; helping them hone their verbal, non-verbal, and listening skills. She assists families in navigating the education process; facilitating conversations between parents and educators forging a partnership that puts the child at the center of the conversation.

As the co-author of *Navigating Special Education, The Power of Building Positive Parent-Educator Partnership*, Peggy created a communication framework that ensures everyone has a voice at a meeting. She serves on the Board of a charter school and of a Connecticut-based Nature Center. Her clients come from various industries: education, medical, legal, financial, insurance, engineering, marketing, and media. She has spoken at National Conferences, Women's Summits, Rotary Clubs, and Libraries.