

Preface

*Managers today must be effective communicators. . . .
Without effective communication, the vision is lost.*

—Patricia M. Buhler

How to Say the Right Thing Every Time is a breakthrough guide, tailor-made to help school leaders know what to say and how to say it in every situation when dealing with students, parents, colleagues, the general public, and the media. It represents a next-generation communication tool and breaks new ground by equipping practitioners in the field with tips, tools, rules, and pointers needed to communicate successfully in all situations.

This is the first-ever sourcebook overflowing with insider information about what works and what doesn't in communicating with each of the school's diverse publics and constituencies. Better yet, it pinpoints all the basic components to allow readers to create their own customized messages, using their own words in their own way.

Each chapter is packed with school-tested guidelines, specific do's and don'ts, suggested power words, and real-world examples to help all educators reach their audience by knowing exactly what to say (or write) and how to say it.

There is no other guide on the market today that is designed to help *all* school leaders put *all* their spoken and written messages across to *all* of the school's multiple audiences.

Highlights of the text include such hard-hitting topics as:

- The Twenty Biggest Communication Mistakes School Leaders Make and How to Avoid Them
- Dealing With Touchy Topics (Alcohol, Drugs, Sex . . .)
- The Proper Art of Bitching
- How to Talk to Tough Kids (Including Gang Members)
- What to Say to Angry, Out-of-Control Parents
- How to Talk to Kids About National Tragedies (New)
- And Much More

WHAT'S NEW IN THE SECOND EDITION?

In response to reader requests, this new edition has been updated throughout, popular features have been expanded, and important new material has been added—including a powerful new chapter on “How to Target Communication to All Stakeholders.”

If you are like most school leaders, you spend much of your time informing, instructing, inspiring, explaining, advising, questioning, convincing, persuading, coaching, coaxing, and cajoling many audiences in a variety of settings. These functions are too important to be left to chance. Now, you don't have to.

How to Say the Right Thing Every Time takes the concept of “communication guide” to a new level and offers better career-saving communication advice than any other resource available today. Period!

If you want to be a better communicator and a better school leader, this guide may be just what you've been looking for. You will never know unless you look. There's no extra charge for starting now.