



Eight Tips for Improving Board Communication!



~~Problems~~
Solutions

Listening and Communicating as a Board

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School Boards and Communication

The foundation of board work

How do you communicate with the administration?

How do you communicate with the community?

How do you communicate with the staff?

How do you communicate with each other?



School Boards and Communication

Remember, you are. . .

A Board of Directors: a body of elected or appointed members who jointly oversee the activities of a company or organization.

Communication is most important!

That requires listening. . .







Tip #1. It's my language not yours...

"England and America are two countries divided by a common language."

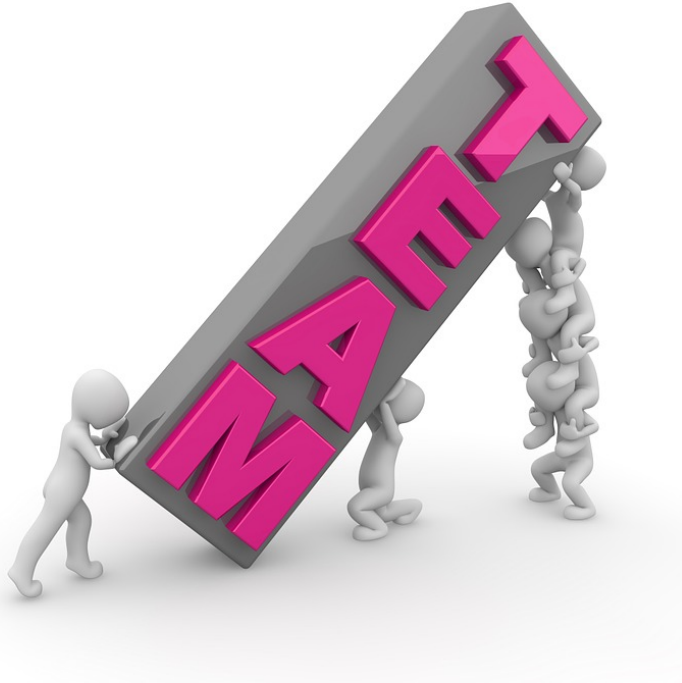
- George Bernard Shaw

The differences may be differences in passion and commitment:

-  "non-negotiable" beliefs
-  If I listen to and understand yours, will you listen to and understand mine?



What is your communication style?



T = Taskmaster

E = Enthusiast

A = Analyst

M = Mainstay



Tip #2. Pre-conversation history. . .

*An opinion formed beforehand without
adequate evidence*

What do you really know about your fellow board members?

Have you ever been surprised by what you learned?



Tip #3. What to say. . .what to say. . .

Too often, we do not listen to understand, we listen to reply

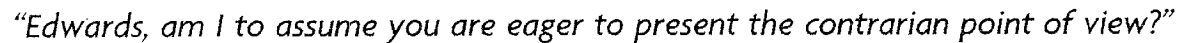


big
think



Tip #4. A matter of respect. . .

- Often disrespect is a misinterpretation – an unintended consequence
- Quick to speak and slow to listen. . . “I guess you aren’t interested in what I have to say”
- If I feel disrespected, I will resign from the conversation
- Think “golden rule” – am I treating my fellow board members the way I would like to be treated?



What will having *that* do for you?



Tip #6. I feel the need for control. . .



The ultimate conversation killer!

"as soon as you lay your hands on a conversation to steer it, it's not a conversation any more; it's a pitch"

$$\frac{1}{5} + \frac{1}{5} + \frac{1}{5} + \frac{1}{5} + \frac{1}{5} = 1$$



Tip #7. Judgment. . .

Acceptance vs. Endorsement

- There is a difference
- I can listen and accept what you say without endorsing what you say





Tip #8. Who is this about?



If it is all about me, I can't hear you.



Thank you!



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