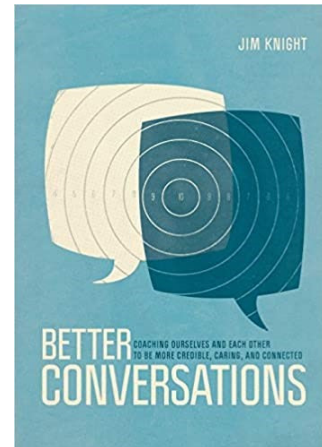


Dear PA Principals Association Member,

For school leaders, conversations are everything.

It's how you build relationships. It's how you create change. It's how you give feedback. It's how you build credibility. It's how you share your vision. It's how you build trust.

I read one study that estimates communication makes up 70% of a principal's day.



It's time to stop thinking of communication skills as "soft skills" and instead make it a priority to improve those skills. The coaching guru Jim Knight, in his book ***Better Conversations***, shares simple steps that anyone can take to improve their speaking, listening, and more.

It's worth taking a look at Knight's research-based strategies and really committing to studying them, trying them out, and then either videotaping yourself or getting some feedback.

I have no doubt that your students, staff, families, and colleagues will appreciate your investment in your communication skills.

I have 3 resources for you this month.
(Click on the links for access.)

- My usual full pdf summary of the book: ***Better Conversations: Coaching Ourselves and Each Other to Be More Credible, Caring, and Connected*** by Jim Knight or an **html link** to read on your phone
- My 1-pager: **Beliefs and Habits of Better Coaching Conversations**
- A podcast conversation with Jim Knight about the importance of conversation skills -- **see below.**