

# Communication Maxims for Principals and Superintendents

Source: National School Public Relations Association , Principal Communicator, April 2009, <http://www.nspra.org/principals>

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**Clear, positive communication with a focus on kids, teaching, and learning builds confidence in you and your school. You cannot delegate confidence-building.**

## **Maxims often help relate some of the rules of good communication**

- People techniques (relationships) beat paper just about every time.
- Healthy, respected relationships are critical to communication.
- Perception is reality. (The objective is to make them the same.)
- First graders like surprises; your stakeholders don't.
- An invitation to everyone is an invitation to no one.
- The best way to eat crow is fast.
- People support what they help create.
- It is more important to reach the people who count than to count the people you reach.
- If you believe your comments are being taken out of context, maybe you are failing to provide one.
- If behavior gets us into trouble, words are not going to get us out of it.
- You can fool some of the people some of the time, but you can never fool the kids.
- When you create a communication void, your critics will surely fill it and flaunt it.
- Rumors spread like a prairie fire and they have an annoying capacity to be seen as credible when bona-fide leadership communication is missing. Don't create those voids.

Principals are the main creators of a culture of communication in their schools. So true is superintendents for their districts. Good, two-way communication becomes the standard when principals and superintendents serve as role models, provide resources and training, and hold staff members accountable for their communication efforts and results.