

# Communication Concepts For Superintendents

## Speaking and Listening Recommendations\*

1. What we *listen* to is usually more important than what we say.
2. Our words represent what we believe which may be very different than the *truth*.
3. Reality is usually not just one point of view but, rather, *all views* considered together.
4. At times superintendents can be in conflict with the facts; they should never be in conflict with *other's personalities*.
5. We are responsible for both what we say and *what we do not say but should have said*.
6. We should try to speak in ways that *add value and enhance* our conversations with others.
7. We must be very focused during conversations with angry individuals and stay *invested in the original purpose* of the conversation.
8. When we have the choice to say less or more, in most cases we should *say less*.

\*Adapted from Mileman Associates, "Individual Listening and Dialogue Skills"