

## Handle leads effectively (part 8)

### Emphasizing your mission during a school tour

Lynal shared an excellent suggestion from some of you who are small school principals-- that I tell you which of these suggestions can be delegated and how. Look at the bottom of this, and future, messages for a note with that information.

***“I was taught to think about mission and people. Mission. What are you trying to accomplish? Don't do anything until you know what the mission is. Drilled into our hearts and into our heads.”***

Colin Powell

In the last message I wrote about best practices for talking with prospective parents during your *Education Success Consultations*. By the end of your consult you should offer to show them your school, while answering questions. And I wrote about addressing the tuition question at some point during that first meeting. But what should you talk about during the rest of that tour?

### **Pick the areas to highlight**

Although you will answer all questions and show parents as much of your campus as they want to see, think about what you want to emphasize. Choose your emphases based on what these parents talked about and the questions you've gotten from other parents in the past.

### **Address your school's features/benefits as aspects of your mission**

Try to answer every question by explaining how your mission guides that aspect of your program.

- Example -- If parents ask if you have problems with bullying on your campus; "Because part of our mission is to develop servant-leaders, we have implemented the Olweus Bullying Prevention Program. It addresses bullying as an issue not only for the bully and the bullied, but also for the bystanders. We believe this approach helps our students learn to serve others by protecting the bullied and preventing the bullies from continuing.

You may not be able to do this for all questions, but make it a personal challenge. I once had a principal explain to me how their choice of math curriculum was guided by their mission to develop Christian leaders for their local community. I don't

remember the reason or the curriculum, but I do remember that school's mission and their single-minded focus on it.

**Delegating:**

- You can not delegate Education Success Consultations. You are the education expert on your campus and this is a golden opportunity to start an excellent ministry foundation with new parents.
- You can delegate tours of your facilities. The best tour guides are well-trained, enthusiastic students. And students as young as junior high can work well. But only if you take the time to educate, train and practice with them in advance. (A future Marketing Corner will address this.)

**Binder tab:** Ongoing

Put this in front of the January tab and behind "Handle leads effectively, part 7."

**School size:** All