

Find someone to thank today... and again tomorrow

Creating and adding to a culture of positive talk

“I thank parents for telling me about a problem. It means I have a chance to fix it, and that they are interested and willing to work on the situation. If they aren’t invested they won’t tell you, but will just leave.”

Deborah Judson
Adventist Christian Elementary School of Red Bluff

Here's a common thread among principals whose schools are growing in our conference: They intentionally focus on frequent, positive interactions with parents and constituents.

Buy a box of thank you cards.

Set a goal to write, and mail, at least one positive note every Friday afternoon before you leave school. (A+ work: You don't have to wait until Friday and you don't have to limit yourself to one.)

Find someone to thank verbally every day.

This can be a staff member, volunteer, parent, donor, pastor of your church, and most especially someone who referred a friend to your school.

The goal is to start positive, pleasant interactions with your school. If you want your parents and constituents to speak well of your school to their friends and neighbors, you need to ensure their experience is better than they expect. By thanking them often (sincerely and creditably) you contribute to the bank of positive "stories" swirling around your campus.

Credits:

Deborah Judson, Adventist Christian Elementary School of Red Bluff

Thank you for sharing your approach for talking with parents when they tell you about a problem.

Binder tab: Ongoing (put in your binder in front of the “January” tab)

School size: All