Prepare to share complex information with your school team

Questions for school leaders

1. How do I ensure that my team fully understands the key message?

2. Am I considering different communication styles and preferences within my audience?

3. What are the likely concerns or questions, and how can I address them in advance?

4. How can I make this information more engaging and relevant to my team?

5. Am I creating opportunities for feedback and discussion?

6. How will I measure the effectiveness of my communication?

Further guidance:

Below are some considerations to better equip school leaders to effectively communicate complex information with your team, ensuring clarity, engagement, and alignment with the school's vision.

Considerations

1. **Know your audience**

   - Who needs to hear this message? (Teachers, parents, students, governors)

   - What are their concerns and expectations?

   - How do they prefer to receive information? (Meetings, emails, visual presentations)

2. **Clarify your key messages**

   - What is the most important takeaway for your audience?

   - What do you want them to know, feel, and do after receiving the information?

   - How can you make it relevant to their roles?

3. **Anticipate reactions and prepare for questions**

   - What concerns or resistance might arise? (E.g. fear of change, workload concerns)

   - How can you address these proactively?

   - Have clear FAQs or talking points prepared

4. **Engage your team in two-way communication**

   - Create space for questions and discussion (e.g. Q&A sessions, feedback loops)

   - Encourage active listening and empathy

   - Use real examples and stories to make complex information more relatable

5. **Choose the right communication method**

   - Face-to-face for sensitive topics (e.g. changes affecting job security)

   - Written summaries for clarity and reference

   - Interactive tools (surveys, polls) for engagement

6. **Follow up and reinforce understanding**

   - Check for comprehension and address misconceptions

   - Provide ongoing updates and resources

   - Acknowledge feedback and show how it is being used