

Communicating with empathy and impact as a school leader

Who is your audience?	Be as specific as possible about who you will be speaking to/with.		
What do you know about them?	The more you know about your audience, the more you can tailor your message to them. You need to be in tune with what people are interested in so you can appeal to this and make your message relevant. Consider people's state of mind when they read this – what may be going on at home and that they may be harassed and overloaded, with lots on their minds.		
After your communication has been received, what do you want your audience to ...	Think?	Feel?	Do?
What is your outcome?	If you could achieve just one thing with this communication, then what would it be?		
How will you appeal to different types of people?	<ul style="list-style-type: none"> • Make sure urgent and important actions and information are the first thing people see. • Consider those who want information fast with clear signposting (embolden, italics) of information and bullet points. • Make the information appealing and engaging by including images or links to videos. • Provide opportunities for feedback or to ask questions but ensure you can manage responses – for example through a poll. • Focus on what is better for people – students, parents and the school team. • Provide evidence and further information for those who need more detail. 		
How will you start?	Find a positive, appropriate and immediate way to grab attention or build rapport. Share a surprising fact or ask a question.		
Your first point	Your message to achieve your overall outcome	Your evidence to support this: share facts or a story to bring this to life and make it real Consider positive and reassuring human interest stories	
Your second point (optional)	Your message	Your evidence to support this: share facts or a story to bring this to life and make it real	
Your third point (optional)	Your message	Your evidence to support this: share facts or a story to bring this to life and make it real	
The close	Bring what you have said to a logical close and succinctly remind your audience what you said. Continue to reassure people. Remind them of specific actions and next steps. And, ask for questions or feedback if you haven't already.		

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