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# BRIGHT IDEAS



## COMMUNICATION BOOSTERS ON THE PHONE

### ON THE PHONE

- Are your first words, “**GOOD MORNING!**” followed immediately with a smile, your name and job title?
- People, who speak in a **quiet voice** face-to-face, sound too **mousey** over the phone. Project your voice, smiling as you speak, and it will sound enthusiastic and warm.
- Treat the caller like they were your **favorite parents**. This positive approach catches the person who has a negative outlook off-guard. It’s hard to be ugly when so much **warmth** and **caring** is being sent your way.



- Short-sighted people think they are more likely to get the action they want by making a fuss. You know they make it more difficult. Allow the person to let off steam. “I’m sorry you’ve had this problem, usually reduces hostility. Say this without placing **blame**.
- Always end the meeting deciding the next **step** to follow. Spell out who will do what to resolve the situation.



- » **Reaching Consensus**  
with documentation=79%  
w/o documentation=55%
  - » **Was Convincing**  
with documentation=67%  
w/o documentation=50%
  - » **Able to Make Decision**  
with documentation=64%  
w/o documentation=45%
  - » **Cuts Meeting Time**  
with documentation=35%
- Wharton School of Business

## CARE AND CONCERN STATEMENT

“I care about Deborah,  
and her success (at Washington MS, in 5th Grade, in English.)  
I’m concerned about her  
and I know you are concerned as well  
(because you rearranged  
your work schedule to be here today.)”

# DOCTOR, LAWYER, CHIEF WHERE'S THE EDUCATOR?



**I**N a survey we conducted, we asked "Joe Public" to rank order professions listed randomly on a paper. We said, "Point to careers that you feel project the most professionalism and give you the greatest confidence in their ability."

The choices were: Teacher, Doctor, Attorney, Police Officer, Fire Fighter and Veterinarian.

***Ninety percent*** ranked teachers in the bottom half of the ranking.

## GALLUP SURVEY

Recommended that educators do the following to be more professional:

- 1 HAVE SPECIFICITY: SHOW PAPER DOCUMENTATION
- 2 CONVEY CONFIDENCE: BELIEF IN TEACHERS' ABILITY TO HELP THEM

## CONFIDENCE STATEMENT

## Project Professionalism

Polish your professional image by breaking this habit: **STOP** asking for permission to speak. Never ask a question like "May I add something?" or "May I interrupt for a moment?" When you have something to contribute, wait for a break in the conversation and then say, "I have a question about..." or "I would like to suggest..."



Mr./Mrs. \_\_\_\_\_, I have been working with students and parents for \_\_\_\_\_ years. I have had other students who were (bright and unmotivated, fought, were truant) and I was able to help them.

I know I will be able to help (Robert) but I must have your help and support.

Will I have it? ("YES.") GREAT!

("No.") (say with pauses) (Do you realize what will happen if we do not go forward and work together?)