Matching Your Message to the Audience: A Practical Guide to Structuring Language for New Administrators

Robert A. Pauker, Mike Hibbard

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Matching Your Message to the Audience provides school administrators with principles and practical steps for creating messages that encourage a positive response. The reader learns strategies for matching the structure, language, and tone of the written or spoken message to each reader or listener to encourage teachers, parents and others to be open during the conversation with the administrator.

A prime goal of communication is to encourage staff to be active thinkers who are involved in making decisions that improve the school. The paradigm presented in this book is designed to increase the efficiency of organizing both spoken and written communication markedly. This book shows school administrators how to apply analytical thinking skills to their written and spoken communications.

This book is divided into two parts. The first part of the book centers on the key concept of matching how you communicate to maximize a positive audience response. The second part of this book focuses how to structure sentences and paragraphs in order to receive this maximized response. Analytical exercises are embedded into the text to solidify your ability to implement these strategies and principles more easily and more effectively.

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