

Great Written Communication

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“Any fact facing us is not as important as our attitude toward it, for that determines our success or failure!” Norman Vincent Peal

Wouldn't it be wonderful to communicate successfully each time we wrote a staff policy or parent newsletter? That would be heaven on earth, but our reality is full of challenges that requires great skill to leap over those tall hurrldes of getting our messages across. One of the most difficult and time consuming tasks in management is communicating effectively while sending a positive, clear message that prompts action.

Unfortunately miscommunication, poor communication, or the lack of communication all result in big problems that could have been prevented. My heart is to help you avoid those kind of problems effortlessly by gaining some new writing techniques that can ensure your message is clear, positive, and motivating everytime you write.

As you prepare to write your next staff communique or parent newsletter, I respectfully offer these tips so you can keep a postive attitude toward your task and get the results you want by following some easy steps!

Before You Write

1. Think about the central message of your communication- what is the purpose of your writing? Is it to inform, change, notify, clarify, or control?
2. In your planning, list the details of who, what, when, where, why and how of the message.
3. Remember it's critical to put IMPORTANT information in writing.
4. It's always good to give people information before they need to know.
5. Consider using the **Progressive Method** in your writings. This method allows you to pen in a positive manner; never in a blunt, abrasive, or declarative manner. Positive, affirming writing is more likely to motivate your readers to respond favorably and follow your directives.

Progressive Writing Method

- **Your First Sentence should hook the reader's interest.** A hook is a statement that the reader would agree with. Your goal is to create a desire within the reader to want to read further.
- **Craft your second sentence or paragraph to define your objective-- hit a specific target.**
- The third paragraph stresses **your shared values and vision.** If you fail to share your values, you'll miss an excellent opportunity to build loyalty.



- The fourth sentence or paragraph **is to provide your defense or explanation**. Justify why the information is good for the children, center, families, or staff.
- Your closing paragraph or sentence **sums the information and exhorts the readers to comply**.

As you think about what you want to say, keep a positive attitude, and use these simple tips, I believe you will be a successful communicator.

Directors as you communicate regularly use these skills to ease your stress in writing while sharing your message clearly and positively.

Happy writing!

An Example Using the Progressive Method Persuasive Staff Policy

Center's Appearance

Professionals enjoy working in an organized, clean, and pleasant work environment. Not only are great environments a powerful teaching tool for young children, it shows parents and co-workers respect and concern for themselves, school property, and displays dignity for the teaching profession.

Be proud of your classroom and the center. Maintain your classroom's organization everyday. Show your pride by decorating it regularly and keeping the supplies orderly.

We believe you deserve lots of respect; and by managing classrooms effectively our teachers gain more honor and recognition for what they do from the people they serve.

Teachers who choose not to place a priority or the take initiative to keep their classrooms neat and clean will invariably experience a decreased sense of recognition; receive a lack of respect, and a challenge from the director.

We are confident you'll do your best in setting a positive example, take pride in your workplace, and keep your classroom and center clean!!