Leading Tips
" Little moments, big impact. "

WSU Tri-Cities College of Education is committed to quality leadership during this time of uncertainty and new circumstances. "Leading Tips" is a quick resource for educational leaders.

"Building Community Communications" by John Mancinelli
A sense of community is essential, especially in these times, when people are isolated. As a leader during significant change, there are four things you can do to help build community in your communications.

- Lead by Learning: Let your constituents know that you, too, are adapting and adjusting to make the best of the situation. Your team will appreciate the authentic challenges you face, especially as they see you overcome them with grace and fortitude. In turn, they will often reflect a similar attitude and help create a "can do" culture.
- Sense-making: translate overarching news to your community context. You won't need all the answers, but people need to know you are aware and that there is a plan to address whatever comes your way.
- Create Hope: Take time to celebrate by sharing successes and innovation of staff and students through conversation, email, or a newsletter. There is nothing more powerful than the idea that there are good outcomes from *any* situation.
- Be a facilitator of resources: Again, you won't hold all the answers. Simply know your resources from the district, your peers, the community, and be ready to share and connect your team to what they need.

Most importantly, know that you are not alone and connect with colleagues to create a community for yourself!

Your Statewide Educational Leadership Team…

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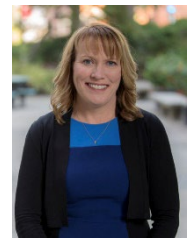**Kathleen Cowin**
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