

Elevate Your Communication

We value your unique leadership style and connection with your school community. The **principal packet items** provide essential information, and the required action is often to share the information with staff. Here is how we encourage you to share the information :



- **Adapt, Don't Copy/Paste or Forward:** Use the memo details as a foundation, not a script.
- **Speak with Your Voice:** Communicate in a way that reflects your personal leadership style.
- **Tailor to Your Audience:** Choose communication methods that resonate with your staff and community.

Remember, your authentic voice strengthens relationships and enhances engagement. By personalizing communications, you demonstrate active leadership and reinforce your school's unique culture. Let the principal packet memos inspire, not dictate, your message.

For example, in today's Communications to Principals, there is a memo around parent/teacher conferences with a required action to share with relevant staff. We encourage you to tailor that message to your staff and your context. Similarly, when memos are included that refer to assessment needs, curriculum, etc., it's important that your voice is the one communicating the information as the instructional leader in your school.