

CYPRESS  **FAIRBANKS**

INDEPENDENT SCHOOL DISTRICT

LEARN • EMPOWER • ACHIEVE • DREAM

CFISD Leadership Conference

2016 – 2017

Market

- * Talk about your successes. Why are you better?
- * It's not just communication; you're selling your campus or department.
- * How can you appeal to your parents, empty nesters and businesses?

Customer Service

- * Returning phone calls, addressing issues quickly, going the extra mile for students, parents or patrons.
- * Solve problems; don't create them.
- * Find a way to say "Yes."

Conflict Resolution

- * This was a tough summer. The most trying time for our country in years. People are frustrated, angry, looking to blame their personal troubles on others.
- * De-escalate emotional situations.
- * We need to be part of the solution. We need to be a calming presence that de-escalates the frustrations of students, parents, employees and others.
- * You are in a position of leadership because of your knowledge, skills and maturity. Treat all with respect and dignity – be the calming voice.

Do's & Don'ts

Don't

- * Underestimate your influence
- * Undervalue kindness
- * Fail to give credit to others
- * Speak, text or email while angry

Do

- * Market your campus or department
- * Be a calming voice
- * Communicate the good and bad
- * Be visible
- * Have high expectations for staff and students

Do

- * Investigate early any inappropriate communication or relationships
- * Own your mistakes
- * Have fun, laugh, work hard and enjoy the gift of life
- * Have a great year!



**FOR
ALL**

OPPORTUNITY IS HERE.