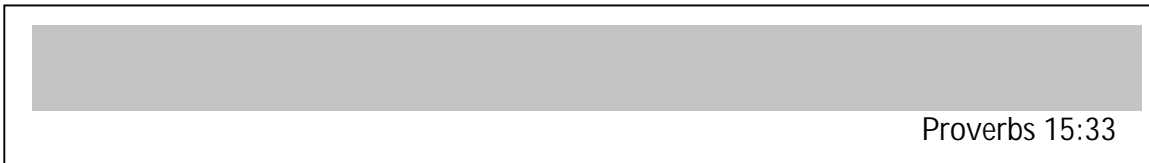


Recruit a cheerleader

Finding someone who can brag about your school without bragging



The quote above is not there because I believe principals and teaching principals need to develop humility. In my experience you all already have humility—in "good measure, pressed down, and shaken together, and running over."

And that is a good thing.

However, your schools need someone who can stand up in front of a group and brag on all the great things that are happening there. Without sounding like they are bragging. For those of you who are teaching principals, this just isn't possible. (And in some cases it can be awkward even for full-time principals.)

Your cheerleader should be seen as someone who knows the inside scoop...

An enthusiastic school board chairperson is my first choice. They are perceived to know enough about the school to have the full picture and yet are not responsible for the day-to-day operations of the school. So, for example, they could talk about your great results from standardized testing without sounding like they are personally bragging.

...but does not have a vested interest.

Your church pastor, being a member of your board, would be seen as knowledgeable, and should be comfortable speaking to groups. However, he is also likely to be seen as simply taking the party line since he is also a church employee. A happy and outgoing board member or parent is a better choice.

Passionate is more important than polished.

Your cheerleader needs to be comfortable speaking in front of a group, and be passionate about what they say. They don't have to be a silver-tongued orator but they need to be able to share some infectious enthusiasm.

You aren't off the hook for public speaking.

A cheerleader should not become the "face" of your school—you are. You should still do all the public speaking possible. Any good news that would not sound like bragging should come from you. Delegate bragging to your cheerleader.

In future Marketing Corners I will mention specific tasks for your cheerleader. This week's task for you is just to find one.

Binder tab: June

(This year I'm having you do this now. But in future years, I'd like you to recruit your cheerleader over the summer for the following school year.)

School size: All schools with teaching principals