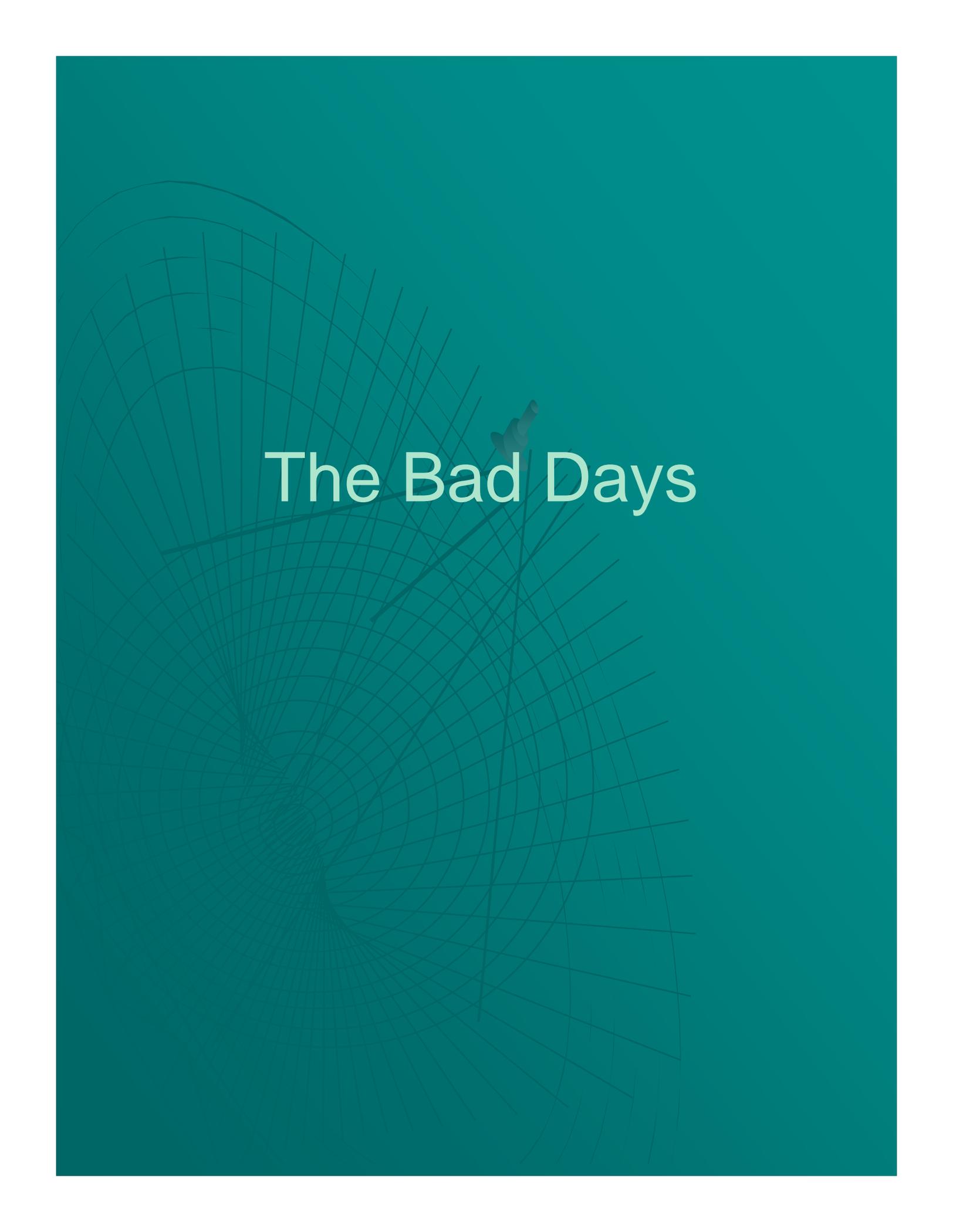


# Effective Communication aka... Other People Say it Better

Donna Peterson, Ed.D.  
Superintendent of Schools

Administrator Meeting  
March 30, 2006



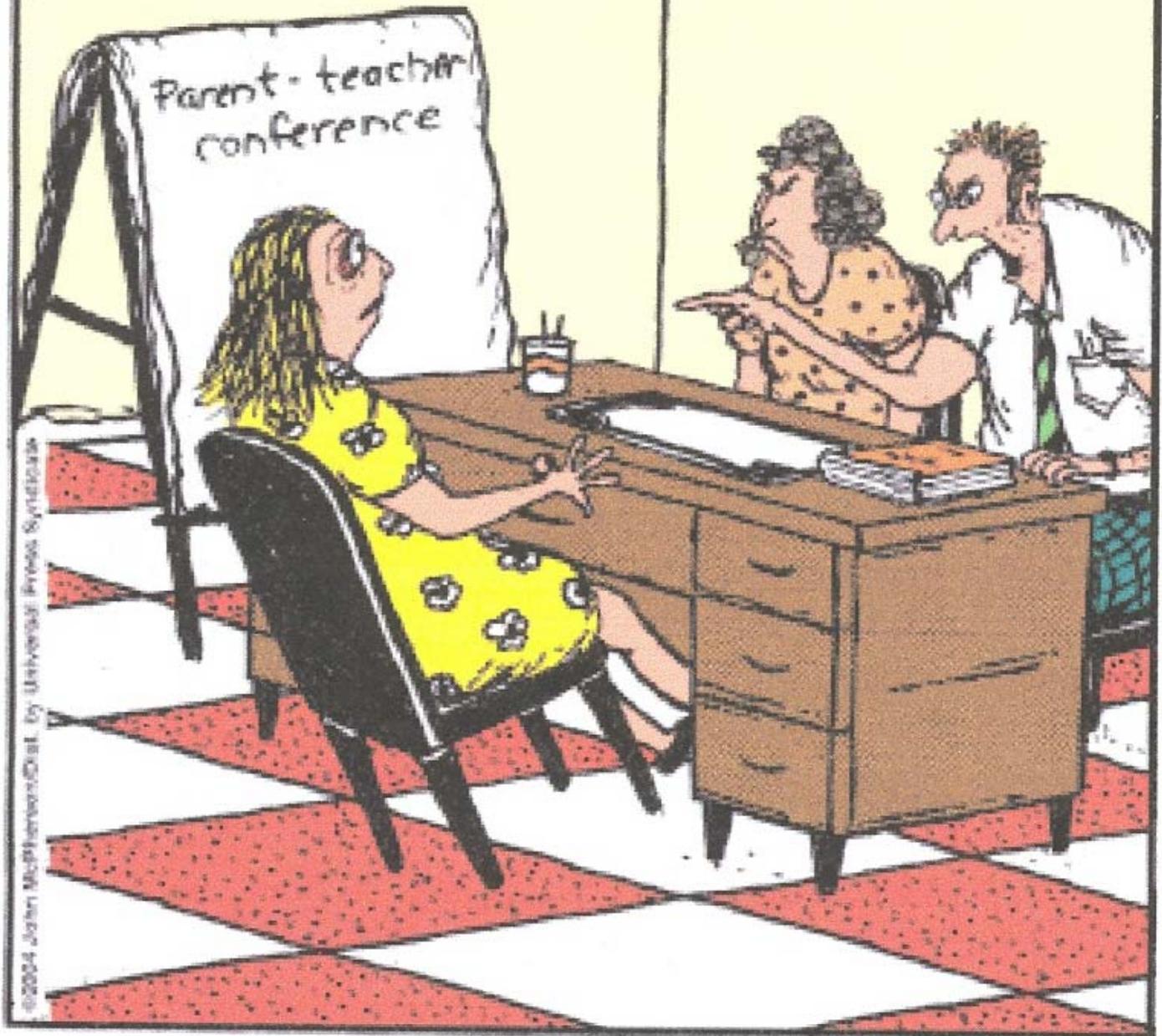
# The Bad Days

10-5

e-mail: closetohome@mac.com

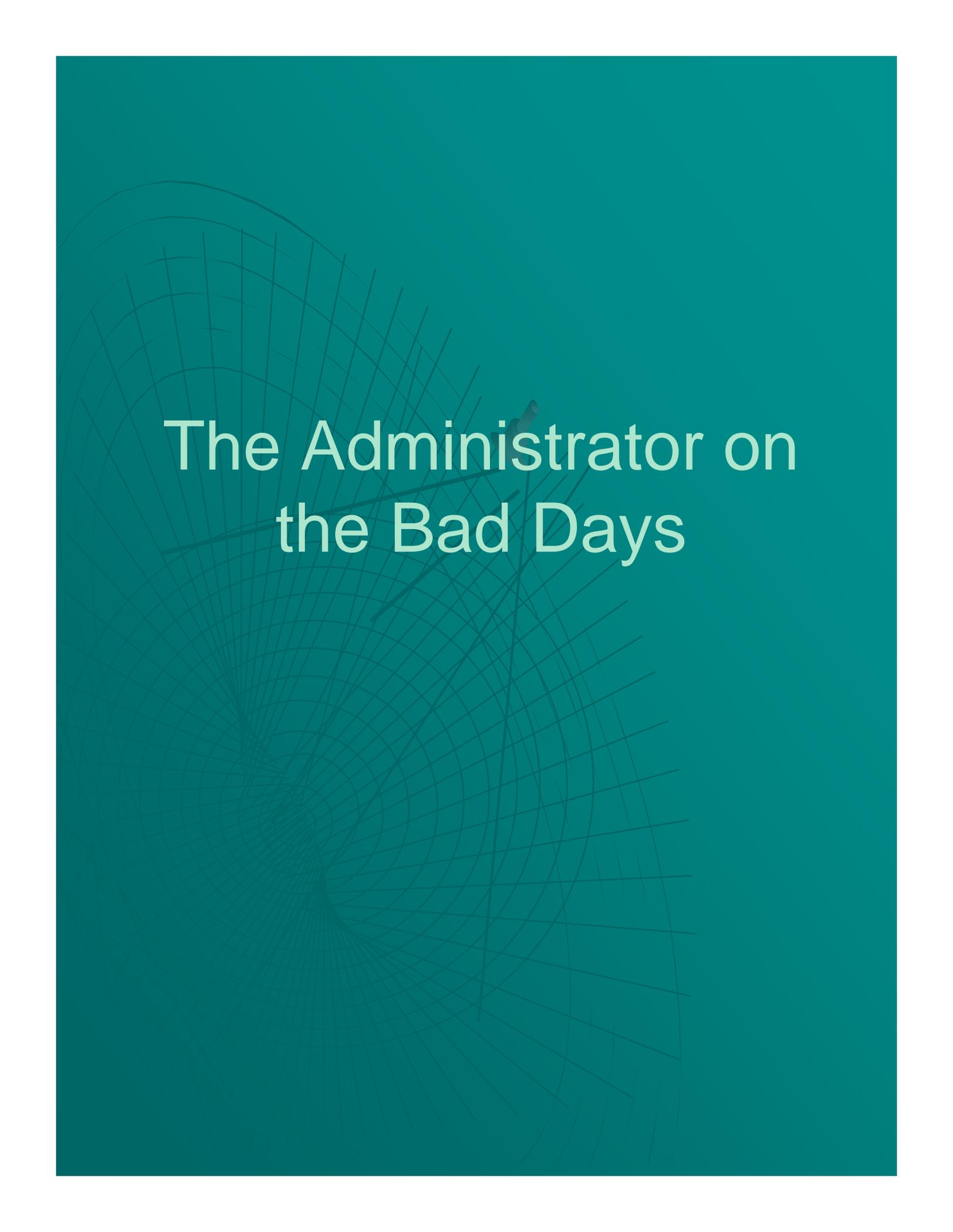
McPHERSON

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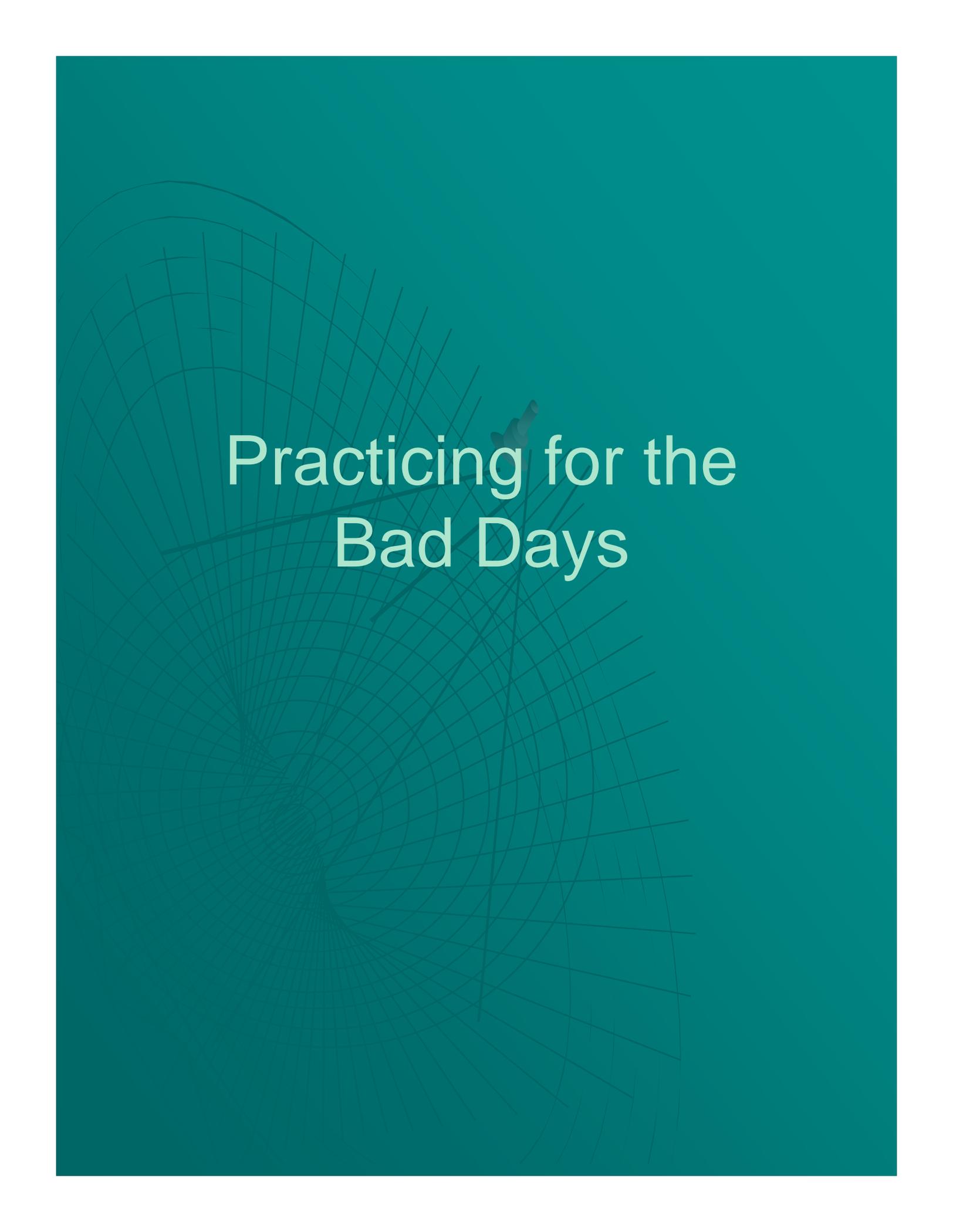
**"Rude to the other kids?! Where do you get off calling my kid rude, you greasy-haired, weasel-faced twit!?"**



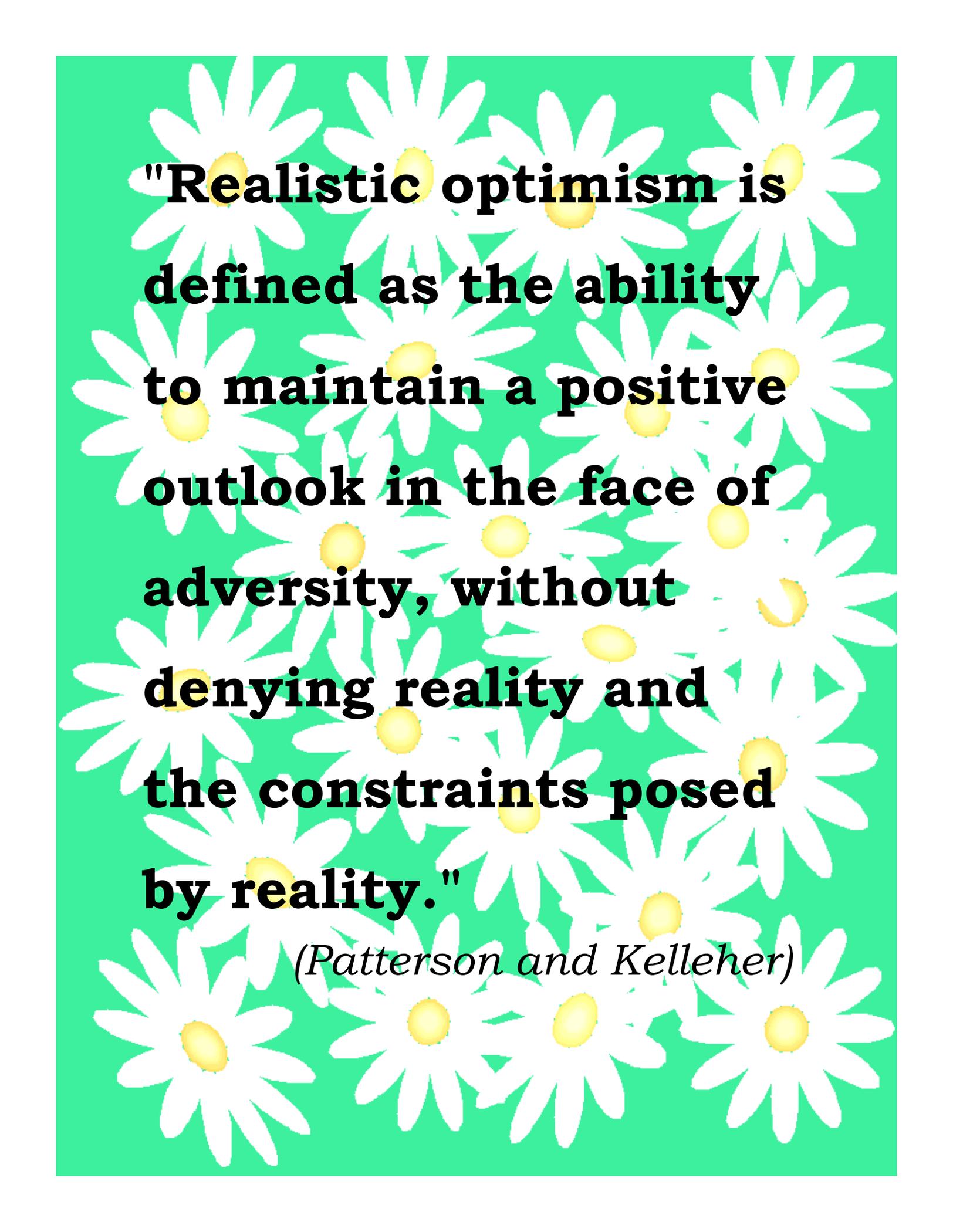
# The Administrator on the Bad Days



**Crashing in solitude is a different matter from colliding when the public is watching and commenting.**



# Practicing for the Bad Days

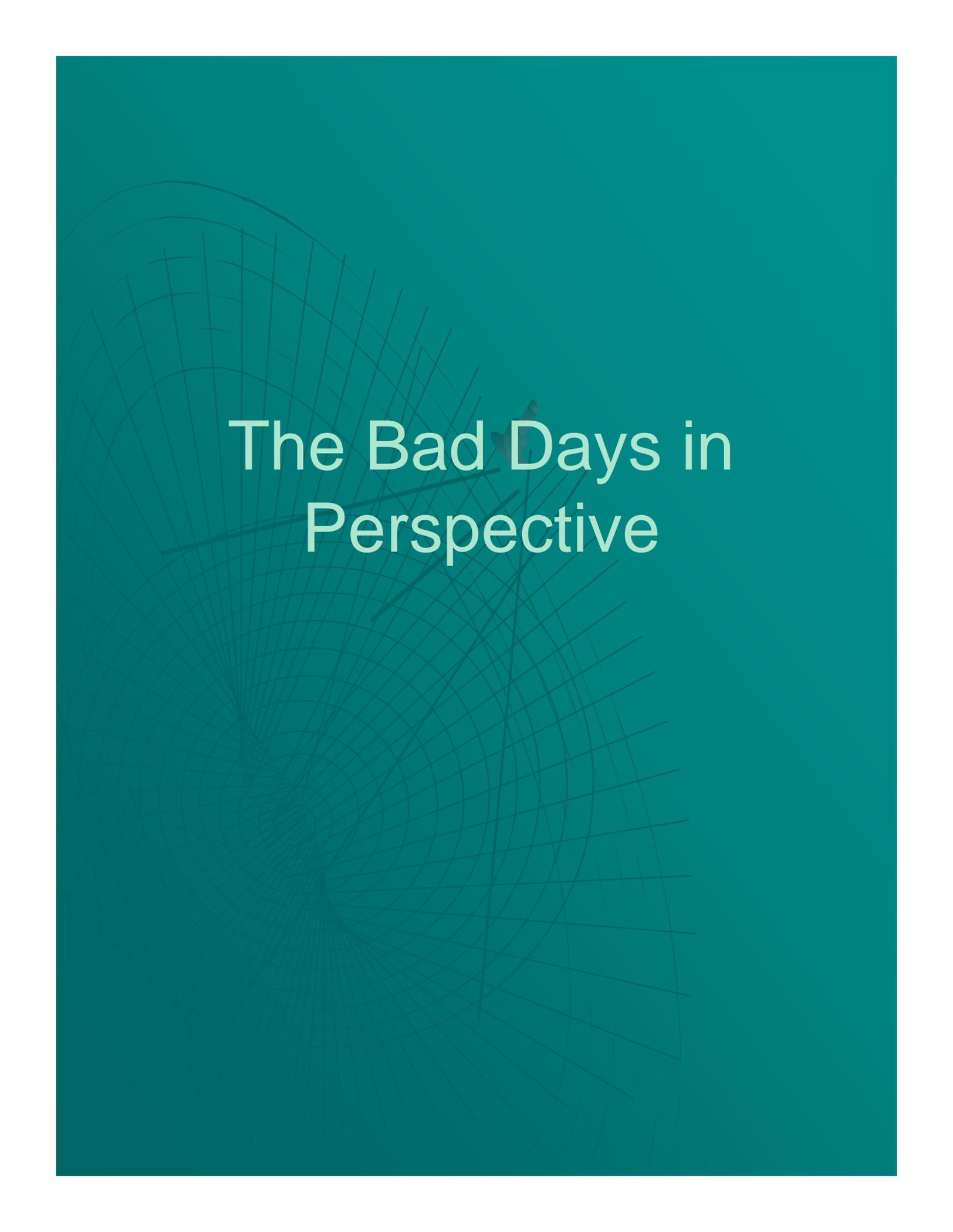


**"Realistic optimism is defined as the ability to maintain a positive outlook in the face of adversity, without denying reality and the constraints posed by reality."**

*(Patterson and Kelleher)*

# Non-retention of Nontenured Role Play

**Starring Tim Peterson as  
the mean administrator  
and Donna Peterson as  
the crackerjack teacher**



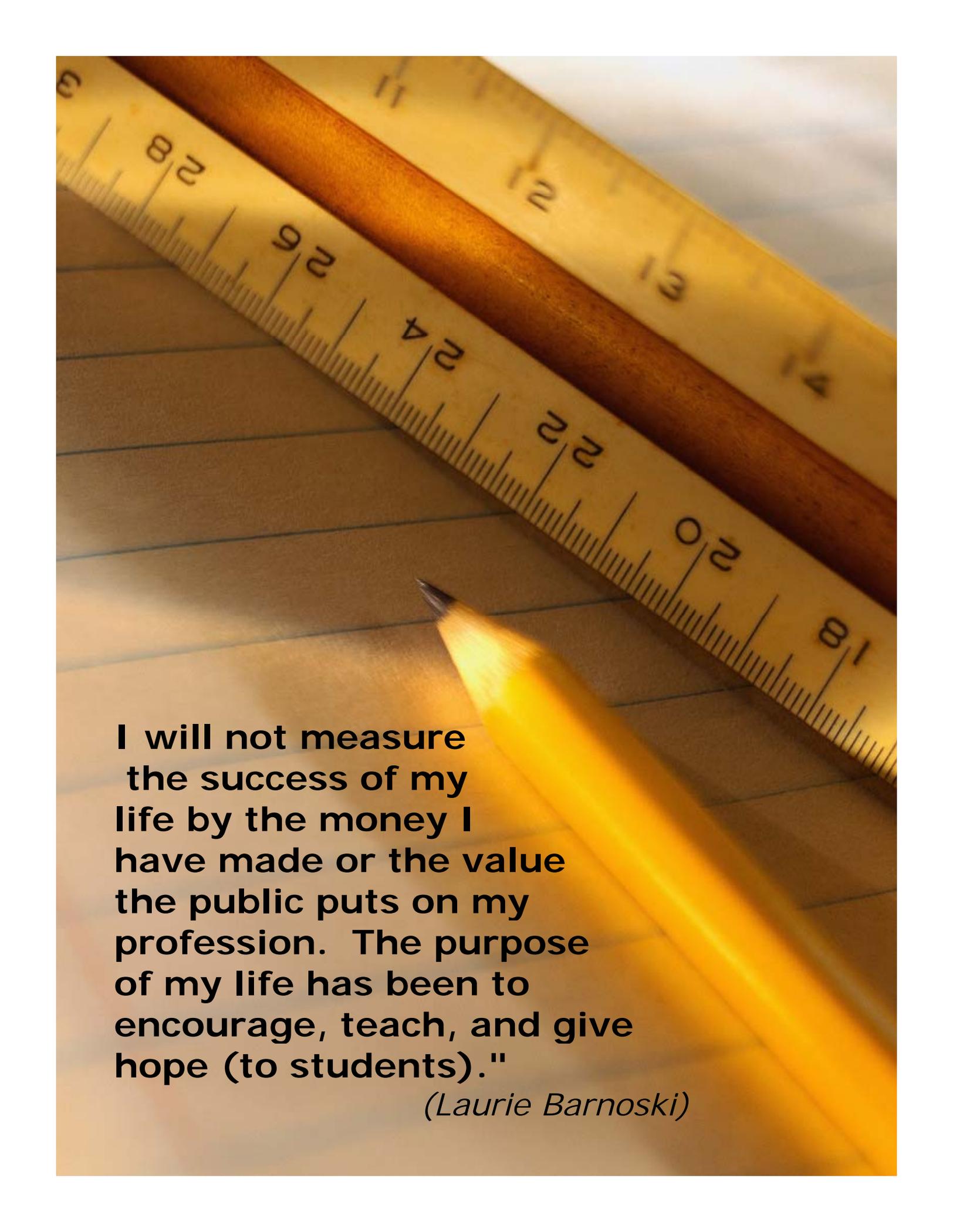
# The Bad Days in Perspective



"Don't fall into the trap of believing there's such a thing as a low-stress organization that's on track to survive. In fact, just the opposite is true. You serve your best interests by aligning with an outfit that's got the guts to endure the pains of change, and by avoiding those organizations destined to go belly up because of their desire for short-term comfort."

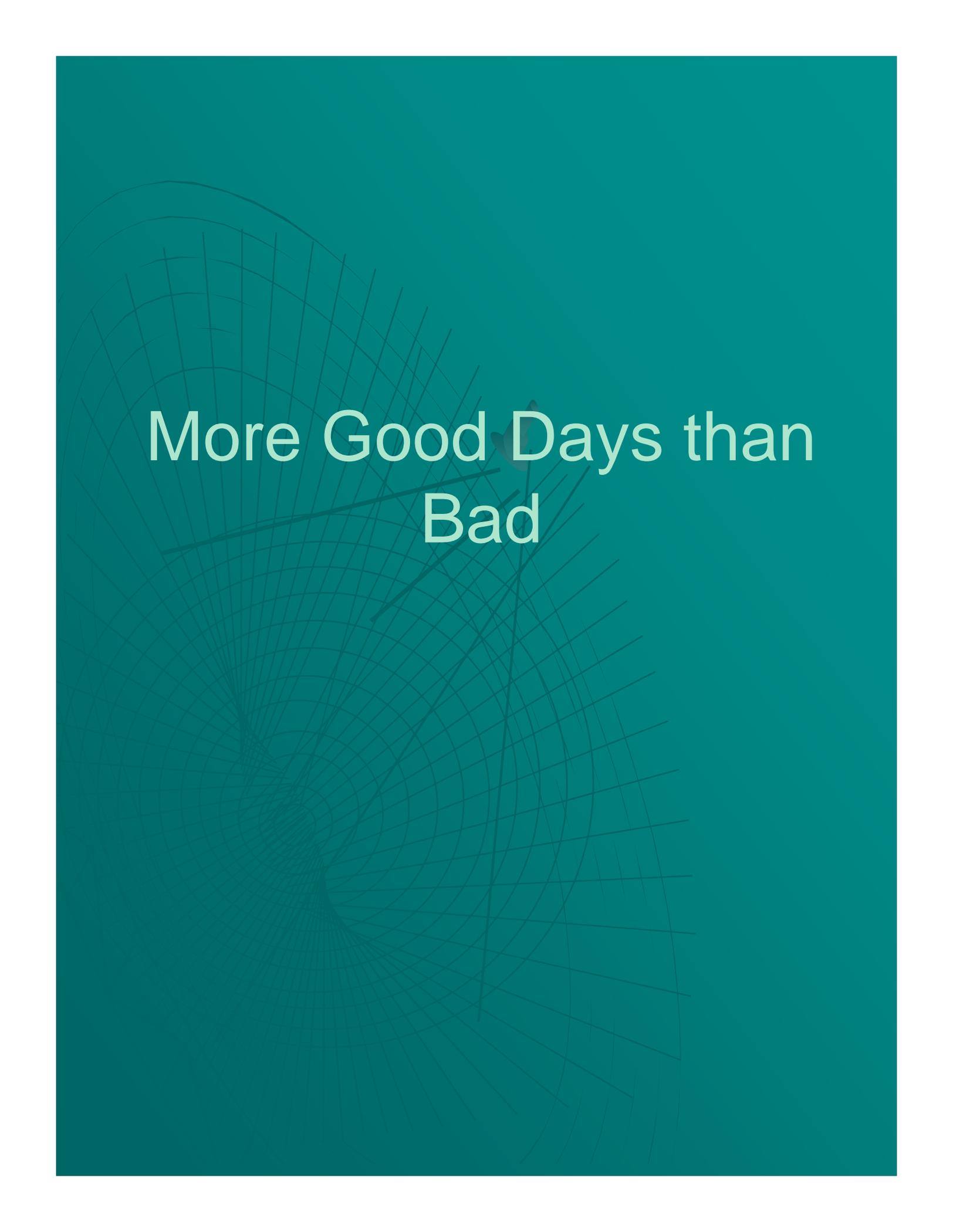


# The Good Days



**I will not measure  
the success of my  
life by the money I  
have made or the value  
the public puts on my  
profession. The purpose  
of my life has been to  
encourage, teach, and give  
hope (to students)."**

*(Laurie Barnoski)*



More Good Days than  
Bad

**"There are only two ways to live your life. One is as though nothing is a miracle. The other as though everything is a miracle."**

*(Einstein)*

