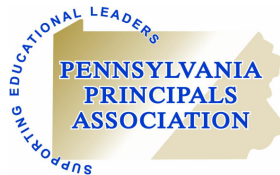


**Sheri Thompson**

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**From:** Dr. Eric Eshbach, Executive Director, PA Principals Association  
<paprincipalsmail@paprincipals.org>  
**Sent:** Monday, April 17, 2023 9:00 AM  
**To:** Sheri Thompson  
**Subject:** "The Main Idea" - I'll be working on my communication skills - hope you will, too



# THE MAIN IDEA

*current education book summaries*

**Member Benefit**

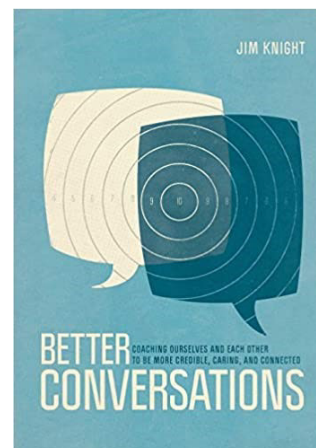
Dear PA Principals Association Member,

For school leaders, conversations are everything.

It's how you build relationships. It's how you create change. It's how you give feedback. It's how you build credibility. It's how you share your vision. It's how you build trust.

I read one study that estimates communication makes up 70% of a principal's day.

It's time to stop thinking of communication skills as "soft skills" and instead make it a priority to improve those skills. The coaching guru Jim Knight, in his book ***Better Conversations***, shares simple steps that anyone can take to improve their speaking, listening, and more.



It's worth taking a look at Knight's research-based strategies and really committing to studying them, trying them out, and then either videotaping yourself or getting some feedback.

I have no doubt that your students, staff, families, and colleagues will appreciate your investment in your communication skills.

**I have 3 resources for you this month.**  
*(Click on the links for access.)*

- My usual full pdf summary of the book: **[Better Conversations: Coaching Ourselves and Each Other to Be More Credible, Caring, and Connected](#)** by Jim Knight or an **[html link](#)** to read on your phone
- My 1-pager: **[Beliefs and Habits of Better Coaching Conversations](#)**
- A podcast conversation with Jim Knight about the importance of conversation skills -- **see below.**

I know I'll be working on my own conversation skills; let me know if you will be, too. I'll be back next month on May 15.

**Jenn**

**PS** - Learn more or order the book here: **[Corwin](#)**



## Want your professional learning on the go?

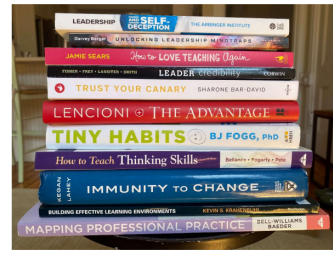
### Podcast Interview

Mike Doughty and I talk to Jim Knight about why conversation skills are so essential for school leaders and ways to improve them.

Click below to listen to the podcast:  
**[It's All About Conversations](#)**

## *Do you have trouble fitting in your professional learning?*

Do you have **stacks of shame** you don't get to read (*like my stack in the photo - but in real life it's bigger*)?



School and district leaders **HAVE TO LEARN**.  
We ask our students to learn.  
We ask our teachers to learn.

But as leaders, sometimes we struggle to prioritize *our own* learning. I get it; I'm with you.

That's why **I created a workshop** to help you develop the habits and skills to prioritize your own learning.

It's free, it's interactive, and I promise you'll leave with three strategies you can use TOMORROW.

**Join me for my free workshop:**  
***Leaders Must Keep Up Their Learning -- This is how!***

I'm offering it twice (yes, for free):  
Wednesday, May 17 at 4pm EST / 1pm PST  
Wednesday, July 12 at noon EST / 9am PST

Please sign up here: [\*\*Free Workshop Signup\*\*](#)

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## **Do you need to plan PD this summer?** **The Main Idea can help.**

Did you know that every book summary I create has PD ideas at the end you can use? PLUS, I've created PPT workshops for 15 of my book summaries that are free for Main Idea subscribers.

Go to my [\*\*Past Book Titles\*\*](#) page and search a topic you need to create PD for (student engagement, classroom management, formative assessment, family engagement, staff burnout, etc.)

Then look at the end of the book summary for PD ideas or look on the Past Book Titles page to see if there's a PPT and request it there.

**Some popular PPT workshops I have:**

- *Becoming a More Trauma-Sensitive School*
- *Helping Your Staff Go From Burnt Out to Fired Up*
  - *Building Resilience in Youth at Risk*
  - *Improving Student Engagement*
  - *Brain-Based Teaching Strategies*
- *Student-Centered Teaching Strategies*

**You can request one [here](#).**

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**\*\*\*NEW password for previous book summaries:  
newyearnewbooks** (you must use lowercase letters).

**Login Now**

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