

Food For Thought

"TAKING THE HEAT"

Superintendents throughout their careers take an abundance of verbal abuse. Usually an attack is best controlled by allowing an irate member to get it out of their system without interruption. When they have exhausted their energy, it is the superintendent's opportunity to explain and justify his actions. This opportunity to communicate is for explanation and not to "give 'em Hell". A quick and hot reaction will only serve to add fuel to the fire.

Keeping an explanation extremely low key and clear will serve to calm the member as well as answer their demands.

Refusing to become upset in an undesirable situation is the best method of controlling the conversation and achieving the goal of communication. *TWO POINTS:* Justify your actions rather than arguing a point, and Make your reaction the opposite of the expected outrage. Try the "cool" approach — it will work for you.

Food for Thought is opinion. Let us hear from you if you agree and especially if you disagree.



First on the green...



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