



TOP PRACTICES EDUCATION
ACHIEVING SUSTAINABLE CHANGE

INTRODUCING **Essential New Resources for Educational Leaders**

The Education Leaders Communication and Outreach Playbook

**Essential Resources to Enable You to Finally Effectively Communicate Your Ideas and
Appropriately Influence Others to Become Constructively Engaged in Your Agenda**

The most difficult part of every education leaders job, at all levels, is to effectively communicate their ideas, goals, plans, and objectives to their staff, the rest of the district, and the larger community. We all try to do this and we plan our communications with the best of intentions, we even follow through on our plans only to find time and time again that it seems as if no one heard us. No one is interested. No one cares.

What went wrong? Is it our fault? Is it just impossible to truly communicate to such diverse groups of people with very different opinions and agendas?

Top Practices Education's **The Education Leaders Communication and Outreach Playbook** provides you with the answers and the skills you been seeking.

The Education Leaders Communication and Outreach Playbook:

1. Explains in detail why it seems that no one is listening and why it is our fault, or rather our communications fault, and not theirs.
2. Teaches you how to completely redesign your communications so that they are noticed, listened to, and acted upon by virtually everyone in your community including your staff.
3. Explains in a step-by-step approach how to reorganize your outreach and communications plans to build a communications campaign that gets you the results you've been seeking.
4. Enables you to develop a sophisticated, automated, communications "system" that can be used hundreds of times in dozens of ways to build support, understanding, compliance, and action.

Everything you need is included in The Education Leaders Communication and Outreach Playbook

The 3 CD set includes all the resources you need to understand how Master Communicators reach their constituencies, craft extraordinary messaging that engages them, and use technology to automate the system so that highly effective communications can be utilized easily, quickly, and effectively.

You'll learn how to:

- Understand why most outreach, communications, or public relations programs fail
- Discover how to redesign your communications and outreach programs so that they are noticed and acted upon
- Learn how to discover what your staff or other groups in your community are thinking and how to redesign your communications to help guide them through a process to gain maximum support and compliance
- Build systems that enable you to become flexible and streamlined as you launch your communications programs
- Learn how to reach people “where they already are”
- Learn how professional communicators build awareness and understanding
- Discover how to use technology to automate the entire process

The Education Leaders Communication and Outreach Playbook also includes:

- **Rem Jacksons communication and outreach resource library and guide**
- **Enrollment to a live webinar with Rem Jackson. In this special event, which will be recorded and then downloadable by you, you will have special access to Rem Jackson who will provide his latest resources. A \$249.00 value.**

BONUS

One Year Membership to the Top Practices Education Mastermind Group

(normally \$19.99/year)

By becoming a part of the Sustaining Change Master Mind Group, you will you'll have access to live forums and discussions. You'll learn from experts and fellow educators about how to implement real sustainable change in your school. You will be continually focusing on the complexity of the challenges we face and how to manage them. You will learn sophisticated communication techniques and how to use the technologies that support them.

HOW TO ORDER

(See Special Pricing Offer Below)

The Education Leaders Communication and Outreach Playbook is \$99 and includes:

The 3 CD set with:

1. Videos that provides step-by-step guidance for implementing an entirely different kind of communication and outreach program.
2. PowerPoint presentations and background information you can use to completely redesign your messaging
3. A step-by-step plan to rework and redesign an effective communication and outreach program
4. A resource directory for technology products that automate the entire process.



OUR 100% Top Practices Education Money Back Guarantee

If for any reason, you aren't 100% satisfied with this product, for a period of two years from the date you ordered it, simply return it for a 100% refund with no questions asked. There is no fine print and there will be no questions asked. We want you to keep and use this product only if you are 100% satisfied.

TOP PRACTICES EDUCATION

**The Education Leaders
Communication and Outreach Playbook**

Yes! I'm ready to redesign my communications and develop an effective communication and outreach system. I'm looking forward to working directly with Rem Jackson and collaborating with other educators in the Top Practices Education Mastermind Group. I've read and understand the guarantee.

FAX THIS PAGE TO 717-625-0552 to SUBMIT YOUR ORDER

Name: _____ Position: _____

School or District: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Payment Options

Card Type: Visa MasterCard American Express

Card number: _____ Expires: _____

Name on card: _____

Signature: _____

Purchase Order# _____