



South Dakota Association for Child Care Directors



KEYS TO UNDERSTANDING

June 2010

*Leadership is practiced not so much in words as in attitude and in actions.
- Harold Geneen*

Communication is the exchange of information, an idea or feeling from one person to another. Effective communication only occurs if the receiver understands the exact information or idea the sender intended to exchange. Communicating effectively helps build trust, respect, understanding, fosters learning and achieving goals. In his book **How to Be a Great Communicator: In Person, on Paper, and on the Podium** Nido R. Qubein tells us about Communication Igniters vs. Communication Squelchers.

Communication Igniters

- I like that
- Keep talking, you're on the track....
- Go ahead, try it.....
- We can do a lot with that idea....
- That's neat, how can we do it?
- How can we get support for it?
- I think it will fly.....
- Gee, why not?
- Hey, that's a great idea?
- How can we build on that idea?
- I agree!
- How can we help you?
- This is going to be fun!
- I love challenges like this...
- That would be interesting to try....

Communication Squelchers

- The problems with that is.....
- No way it will work here...
- Impossible under our current system...
- It's not a bad idea but....
- We've never done it that way before....
- We have too many projects now...
- It won't work....
- We haven't the time....
- We're not ready for that yet....
- It's all right in theory; but not in practice.
- Let's be practical...
- Why start anything now?
- You know, I think you really are dumb...
- Has anyone else tried it?
- It's been the same for years. Why change now?

Education and Training opportunities: The SD Office of Child Care Services has an on line calendar of training opportunities offered by the ECE's. Check out your region's upcoming training out at their web site: <http://dss.sd.gov/childcare/training/trainingcalendar.asp>