



KB Concepts

Simple Strategies.....Powerful Performance

How to Communicate with Schools....

The 5p Principle for Politicians

From Politician to Principal – a new and fresh way of communicating.

One voice which is realistic but challenging, informative but inspirational and knowing the difference between *communication* and *information*

- Precise** Be precise in communication and language, totally unambiguous.
- Performance** Be performance led. Has direct links with pupil performance, i.e. how it affects Jack, Claire or Ashia in the classroom.
- Pace** Stop disorientating the profession with blizzards of good ideas. Pace progress and achieve more!
- Pinpoint** Pinpoint direction of communication and information, ensuring it comes directly to schools with no diversions, so the opportunity to reinterpret by middle managers is minimised and no more good ideas are lost in translation.
- Pathways** Ensure there are clear pathways for immediate feedback and 2 way communication.