



Communicating With Purpose, On Purpose: Taming the Turbulence in Educational Leadership

Who: Heads of School, Division Heads, Diversity Directors
Presenter: Jennifer D. Klein, CEO, Principled Learning Strategies
When: Tuesday, March 3rd from 9:00 a.m. to 10:00 a.m.
Where: Virtual on Zoom

DESCRIPTION:

For any educator, but particularly for school leaders, the way we communicate our mission and vision with learners, teachers and parents has a massive impact on how our message is received, particularly when our change initiatives hinge on topics considered controversial in our contexts. Whether we're communicating our vision for inclusion or innovation, triggering our constituents only hurts our initiatives and hinders our success. Especially now that the U.S. administration has complicated our work in Diversity, Equity, Inclusion and Belonging (DEIB), and controversy continues to swirl around innovative and student-centered practices, schools around the world are rethinking *how they communicate* more than they're rethinking initiatives or policies they know are good for learners.

Grounded in her new book, [*Taming the Turbulence in Educational Leadership: Doing Right by Learners without Losing your Job*](#), which shares stories from her own leadership experiences and interviews with 67 educational leaders across the globe, Jennifer will explore excellent student-centered and identity-responsive work happening in schools and why leaders are meeting resistance to that work. With a particular focus on how we communicate our mission and vision during polarized times, participants will have opportunities to reflect on their current challenges and explore strategies that will allow them to take on "controversial" initiatives that benefit learners without creating as much turmoil and disruption in their communities. All participants will leave the session with resources to help help their leadership team develop a proactive, clear and purpose-driven communications plan so they can prepare for and respond to backlash and, hopefully, control the narrative in their communities.

Objectives:

- Explore the “controversial” good work happening in schools and why leaders are facing resistance.
- Identify key strategies for communicating the school’s mission and vision effectively.
- Determine how connecting new initiatives to your school’s past and purpose can help develop buy in.

- Identify key community members who can help communicate the intentions of the work, including learners, educators, and caregivers.
- Predict how community constituents are most likely to react to more “controversial” initiatives you know are good for learners, and prepare to address those concerns before they happen.
- Explore activities you can run with different constituency groups to help control the narrative and foster buy in.
- Receive a reproducible resource to help you and your leadership team develop communication strategies that are purposeful and intentional.

BIO:



Jennifer D. Klein is a product of experiential project-based education herself, and she lives and breathes the student-centered pedagogies used to educate her. She became a teacher during graduate school in 1990, quickly finding the intersection between her love of writing and her fascination with educational transformation and its potential impact on social change. A former head of school with extensive international experience and over 30 years in education--including 19 in the classroom--Jennifer facilitates dynamic, interactive keynotes and workshops for teachers, leaders and learners, working to amplify student voice, to provide the tools for high-quality project-based learning and identity-responsive teaching in all cultural and socio-economic contexts, and to shift school culture to support such practices. Motivated by her belief that all children deserve a meaningful, relevant education like the one she experienced herself, and that giving them such an education will catalyze positive change in their communities and beyond, Jennifer strives to inspire educators to shift their practices in schools worldwide.

Jennifer’s books include [*Taming the Turbulence in Educational Leadership: Doing Right by Learners Without Losing Your Job*](#) (2025), [*The Landscape Model of Learning: Designing Student-Centered Experiences for Cognitive and Cultural Inclusion*](#), written with coauthor Kaponi Ciotti (2022), and [*The Global Education Guidebook: Humanizing K-12 Classrooms Worldwide through Equitable Partnerships*](#) (2017).

- **Free for those schools who purchased a speaker series subscription.**
- **\$50 per attendee for those schools who have chosen “A la Carte”.**