COMMUNICATION SKILLS AMONG SCHOOL LEADERS

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One of the fundamental abilities a school leader should possess is excellent communication skills, both in English and in Filipino. A good communication skill is an every day tool a leader uses to convey messages to all the people inside and outside the organization.

According to Webster dictionary (2012), communication is a process by which information is exchanged between individuals through common system of symbols, signs or behavior. Every communication involves at least one sender, a message, and a recipient. This includes our emotions, the cultural situation, the medium used to communicate and even our location.

A school leader is expected to be eloquent to perform well his/her functions any time of the day and to every people that he/she is dealing with: parents, students, teachers, politicians, utility workers and anybody with high education or no education at all.

The purpose of communication in making plans for the school is more strategic in nature, especially in achieving the ultimate target. Communicating school plans could be in a form of emails, telephone calls, interviews, meetings and formal letters. These varied forms of communication pose a big challenge to all principals to provide a strategic plan that arises from being a skilled communicator, both in written and in oral.

Communication skills are important in executing the four major functions of a leader, namely: planning, controlling, organizing, and directing.
Martinez (2019) explained that planning is a fundamental function of the management process. Goals could only be achieved through effective planning as a result of a well communicated plans for the whole organization before an action is done. A vaguely communicated plan could result to unclear list of actions to be undertaken.

Whereas, communication in controlling the resources in school demands for a school leader to be a good manager of the three M’s: manpower for them to work at their best, money to be spent wisely, and machineries to be useful at all times. Controlling of resources could only be done if the leader has the strong will to do it and has the skill of communicating the message clearly among his internal and external stakeholders (Young, 2006).

Meanwhile, communication in directing an organization towards its goal is usually in an oral form. Here, school leaders are challenged to convey messages to all internal and external stakeholders to accomplish all the target plans. In this function, school leaders try to get someone to do their work with quality for the achievement of the school’s goal. People will act on the basis of how they have received the message, on how they are being directed.

Martinez (2019) also said that directing is an art. It is the function by which school leader leads his/her subordinates to understand and contribute to the efficient attainment of organizational goals. To direct employees effectively, a leader would need much understanding, ability to motivate people and communicate with them, and the exercise of good leadership qualities.

Communication will only be useful if the receiver could give feedback regarding the process and output of what have been talked about. The clarity, adequacy, and consistency of the message to be communicated must not change from time to time.
Everyone in an organization like the school should remember that communication is a continual process as the supervisor seeks to augment available resources by gaining cooperation of the stakeholders towards the success of every single human resource involved.

References:

www.merriam-webster.com/dictionary
