



What Great Principals Do Differently

Eighteen Things That Matter Most

1. Great principals never forget that it is people, not programs, that determine the quality of a school.
2. Great principals have clarity about who they are, what they do, and how others perceive them.
3. Great principals take responsibility for their own performance and for all aspects of their school.
4. Great principals create a positive atmosphere in their schools. They treat every person with respect. In particular, they understand the power of praise,
5. Great principals consistently filter out the negatives that don't matter and share a positive attitude.
6. Great principals deliberately apply a range of strategies to improve teacher performance.
7. Great principals take every opportunity to hire and retain the very best teachers.
8. Great principals understand the dynamics of change.
9. Great teachers keep standardized testing in perspective and focus on the real issue of student learning.
10. Great principals know when to focus on behavior before beliefs.
11. Great principals are loyal to their students, to their teachers, and to the school. They expect loyalty to students and the school to take precedence over loyalty to themselves.
12. Before making any decision or attempting to bring about any change, great principals ask themselves one central question: What will my best teachers think of this?
13. Great principals continually ask themselves who is most comfortable and who is least comfortable with each decision they make. They treat everyone as if they were good.
14. Great principals understand high achievers, are sensitive to their best teachers' needs, and make the most of this valuable resource.
15. Great principals make it cool to care. They understand that behaviors and beliefs are tied to emotion, and they understand the power of emotion to jump-start change.
16. Great principals work hard to keep their relationships in good repair—to avoid personal hurt and to repair any possible damage.
17. Great principals take steps to improve or remove negative and ineffective staff members.
18. Great principals establish clear expectations at the start of the year and follow them consistently as the year progresses.

Since we all enjoyed Todd Whitaker's speech on the **15 Things Great Principals Do Differently** at our school year Kick-Off assembly, I thought you'd appreciate seeing his up-dated "**18**" **Things Great Principals Do Differently**. Of course, you will want to read the entire book to reap the full benefits of both his wisdom and his humor. Diane