

How To Talk So People Will Listen

A Presentation for the Texas Music Teachers Association

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- 1. Keep 'em Happy**
- 2. There Is No Magic Bullet**
 - It is about educating the person- advocacy
 - It will not always happen at first
 - It may never happen
- 3. Know Your Audience**
 - Experience with music before?
 - Numbers person?
 - Relationships person?
 - Have they been in this position before?
- 4. What Are You Trying To Accomplish?**
 - Identify the problem- funding, scheduling, etc.
 - Do your homework
 - Follow appropriate protocol
- 5. Advocacy is subjective and objective**
- 6. Music and the Brain**
 - Brain Stimulation- repetition- not “drill and kill” but “drill and thrill”
Repeat ideas with a twist.
 - Embeds the learning faster, on a deeper level
 - Provides relaxation after stress
 - Collects and brings whole groups together
 - Builds rapport and encourages bonding
 - Comforts the soul during painful times and stirs emotions during patriotic celebrations
- 7. Champions of Change: The Impact of the Arts on Learning**
 - The arts reach students who are not otherwise being reached.
 - The arts reach students in ways that they are not otherwise being reached.
 - The arts connect students to themselves and each other.
 - The arts transform the environment for learning.
 - The arts provide learning opportunities for the adults in the lives of young people.
 - The arts provide new challenges for those students already considered successful.

8. Know Your Facts

- Do your homework
- Find working examples
- Compare with other successful programs and situations

9. Working with Others

- Be **PROFESSIONAL**
- Be passionate about what you do, but be aware of the big picture
- Be flexible
- Be patient and understanding
- Invite them to participate
- Share your successes--promote the program

10. Golden Rules

TAKE CARE OF YOUR BUSINESS

- Handle student issues
- Communicate
- Handle money carefully

DON'T SURPRISE THE BOSS

11. You Have To Do a Little “Schmoozing”

- Volunteer to do something without being asked
- Appreciation breakfast, treats, notes
- Special events...even if you don't really want to
- Eat lunch with them- show them you are a “real” person

The grass is not always greener on the other side of the fence.

THE GRASS IS GREENER WHERE YOU TEND IT!

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