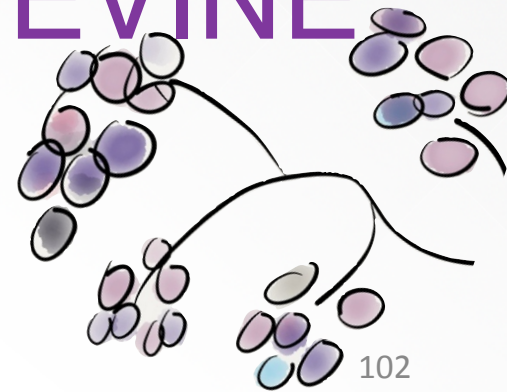


The LAWS of the GRAPEVINE

Chapter 9

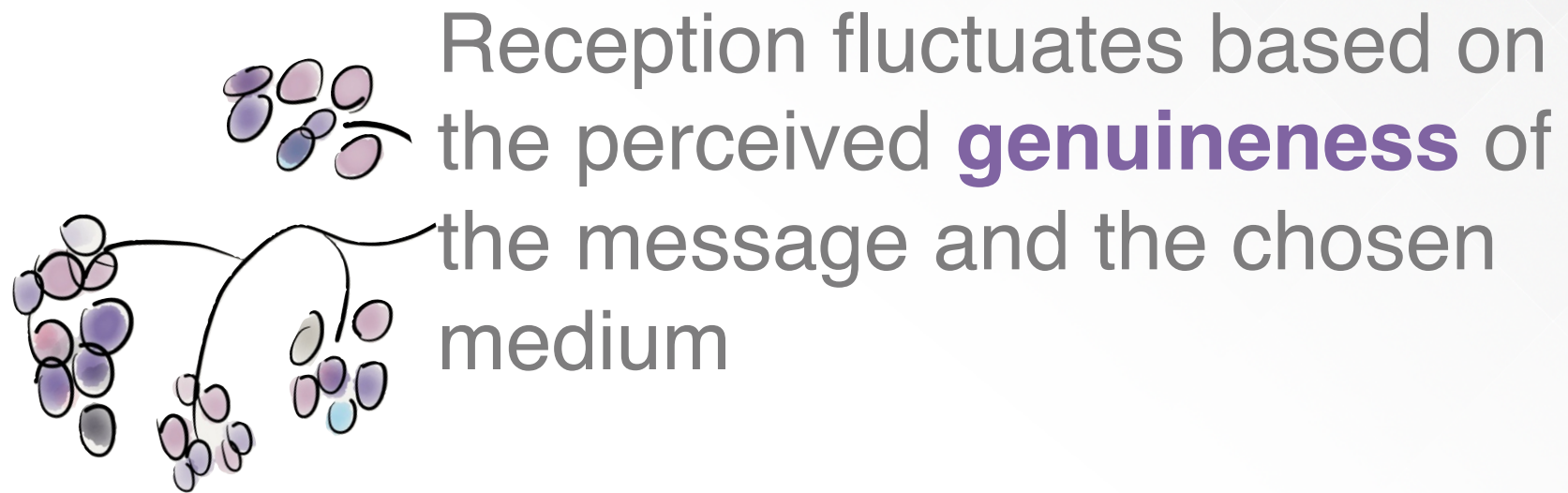




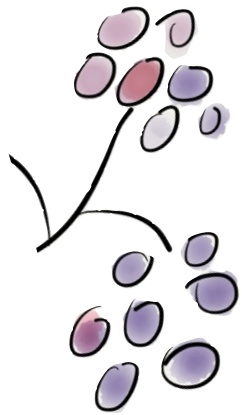
I understand that your family recently took a family vacation. I want you to be aware that the Abington School District does not recognize family trips as an excused absence, regardless of the activities involved in the trip. The school district is not in the position of overseeing family vacations or evaluating the educational nature of a family trip. The dates that the children were absent were recorded as unexcused. An accumulation of unexcused absences can result in referral to our attendance officer and a subsequent notice of a violation of the compulsory school attendance law.

Principal Rochelle Marbury
Rydal Elementary School

GRAPEVINE LAW #9

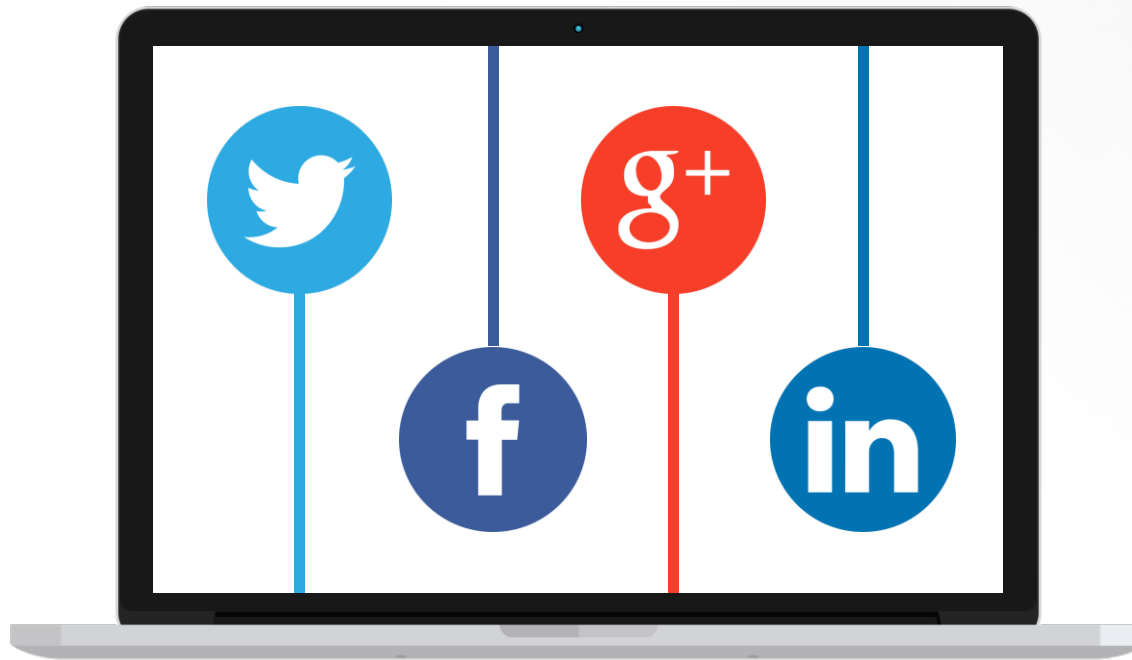


GRAPEVINE LAW #9



In other words:
The medium accomplishes
the message

GRAPEVINELAW #9



The speed and convenience of social and other media poses a risk to your relationships

GRAPEVINE LAW #9



Pause
&
Remember



GRAPEVINEMEDIA

Energize

De-Energize

Internal
Up • Out • Down



External
Around

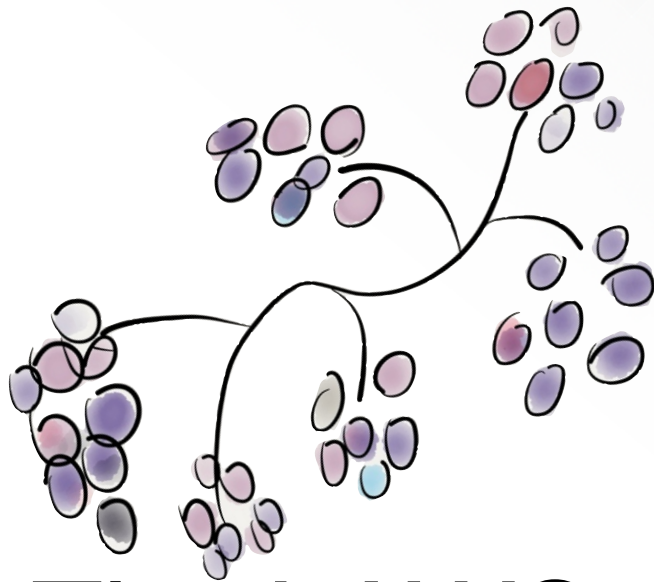


Key Factors

- Scope of Sequence
- Current Climate
- Connection Trends
- Call-to-Action

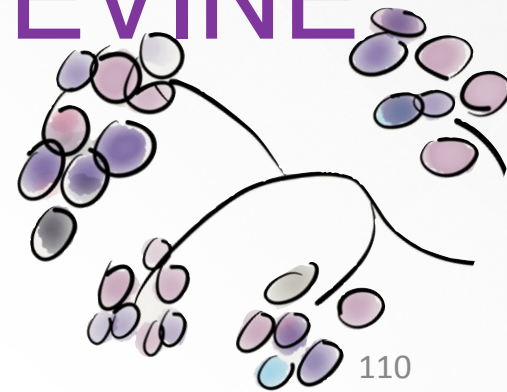
COMMPROTOCOL

| | |
|---------------------|---|
| Purpose | What are you hoping to achieve? Why develop this set of policies regarding communication? What beliefs or deep truths are relevant? |
| Objectives | What are the measurable key milestones? Can these objectives be measured in SMART terms? |
| Strategies | Sequence. Frequency. Flow Schedule. Media. Confidentiality. Training. Tools. Data. Measure & Learn. Consequences. Points of Accountability. |
| Schedule | Audience. Timeframe. Consequences. Ownership. Message Creation. Risk Assessment. Budget. Media. Delivery. Engagement. Follow Up. |
| Expectations | What does success look like? How does this connect with the mission and culture? |



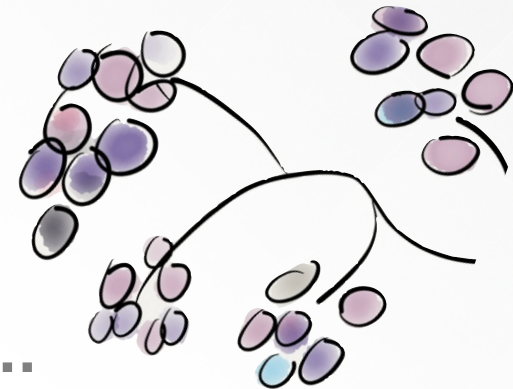
The LAWS of the GRAPEVINE

Chapter 10



What do you believe
about communication?

I believe
communication...



Dear Daniel and Sarah,

We noticed that Laura has a Wonder Woman lunchbox that features a super hero image. In keeping with the dress code of the school, we must ask that she not bring this to school.

The dress code we have established requests that the children not bring violent images into the building in any fashion — on their clothing (including shoes and socks), backpacks and lunch boxes. We have defined “violent characters” as those who solve problems using violence. Super heroes certainly fall into that category.

Please refer to the dress code section of the School Handbook.

Your cooperation with our dress code will be appreciated.

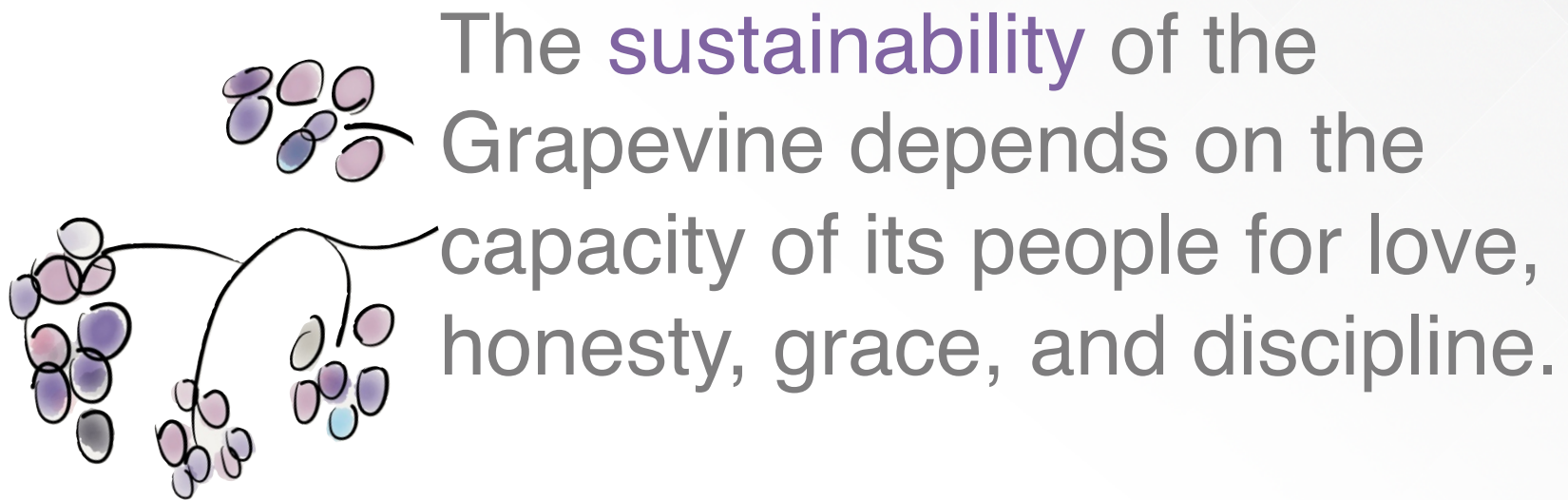


- Letter viewed 400K times

Your **Grapevine** is the human networks throughout your personal and professional life that contribute to your ecosystem and goals.



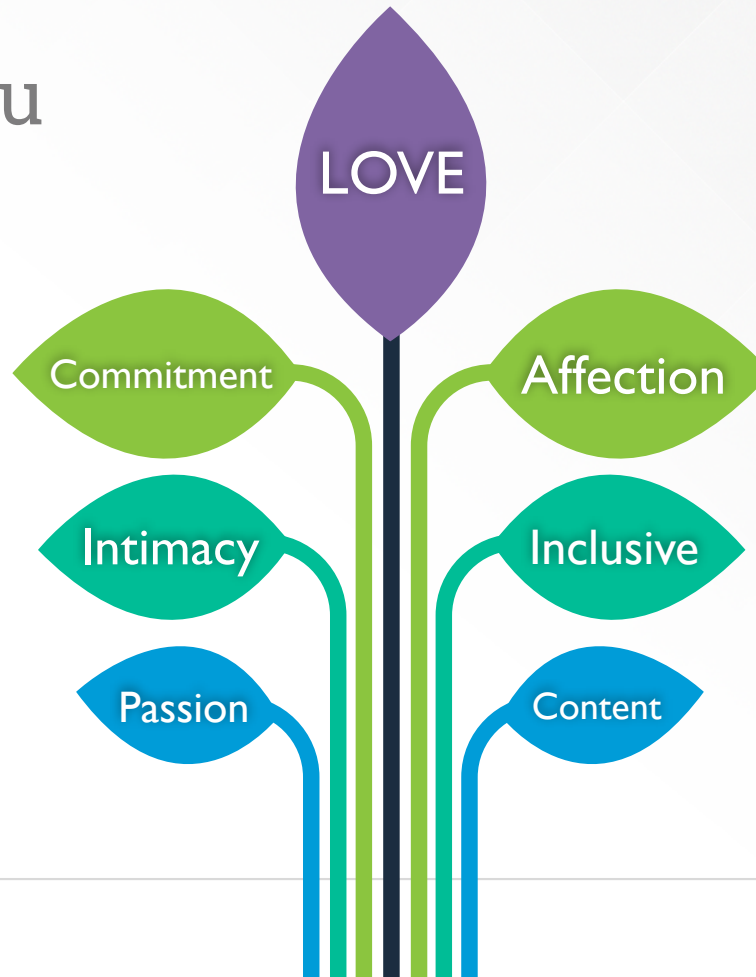
GRAPEVINE LAW #10



The **sustainability** of the Grapevine depends on the capacity of its people for love, honesty, grace, and discipline.

GRAPEVINE LAW #10

As a leader, do you genuinely love your people? Do you listen and seek to understand?



“Great leaders may be found at the top of a mountain looking back upon their challenges, but the greatest leaders are often found at the foot of that mountain still helping others reach that summit.”
—Robert Clancey

GRAPEVINE LAW #10

HONESTY

Cheating is contagious

Most people mean to behave honestly...

Honesty increases with reminders

Deception is self-deception

... unless allowed to feel minor cheating is justified

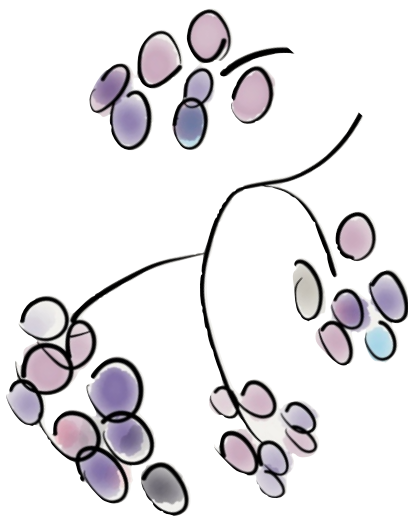
Safety yields greater trust

THE (HONEST) TRUTH ABOUT DISHONESTY

By Dan Ariely

GRAPEVINE LAW #10

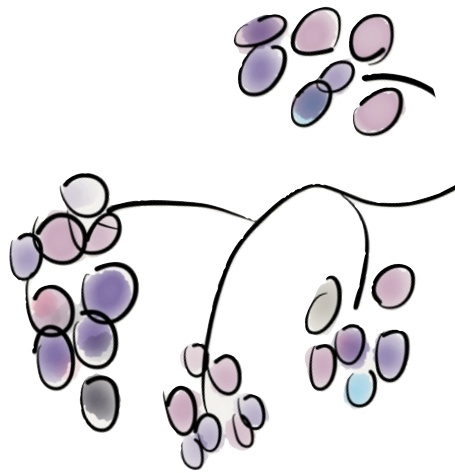
All relationships are difficult, and grace is the conscious decision to forgive, forget, and move on toward the greater purpose.



“Grace is everywhere, like lenses that go unnoticed because you are looking through them.”

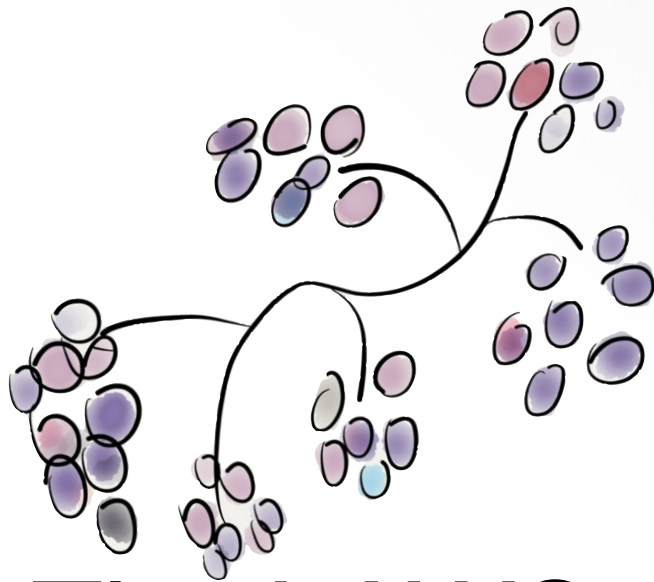
Philip Yancey

GRAPEVINE LAW #10



Fanatic **Discipline**: The only legitimate form of discipline is self-discipline, having the inner will to do whatever it takes to create a great outcome, no matter how difficult”

—Jim Collins, Great by Choice



The LAWS of the GRAPEVINE

BY SCOTT E. BARRON

