



School District of Weyauwega-Fremont

Mr. Scott Bleck, District Administrator

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Proactive Communication

“Can you hear me now?” It’s a funny line – but it’s true – people want to be heard. Effective communication and proactive communication builds trust. Listening is a proactive communication strategy that is critical to creating effective two-way communication.

The School District of Weyauwega-Fremont is committed to establishing strategies that effectively utilize appropriate two way communication within our school community. It’s not uncommon for one to think ahead and plan for future projects and challenges. As a District we continual focus time and energy to process what lies ahead of us as a school community and to effectively communicate with stakeholders. Effective two way communication is critical within our school community to ensure transparency and efficiencies. Proactive communication is both sending information, but also listening to ideas, concerns and input. Listed below are problem solving techniques and barriers often faced when establishing effective proactive communication.

An effective problem-solving technique is listening and gathering input. When you gather information it has several pay-offs:

- You may hear issues you didn’t realize were issues or concerns
- You may hear solutions you and others hadn’t considered
- You may hear questions or misconceptions that you may need to address in future communication to dispel rumors or correct misinformation

There are several barriers to listening to be aware of:

- Dislike or prejudice against the person providing input (he/she is always complaining)
- Thinking about answers before the speaker finishes can prevent you from fully paying attention to their message
- Place, time and location (some people are uncomfortable speaking in groups, so allow multiple ways for people to provide input, including face-to-face, but also use surveys, e-mails, etc.)

District Mission Statement:

Creating a foundation of excellence for success in tomorrow’s world.

District Vision Statement:

Creating wisdom through pride, passion, and honor



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The School District of Weyauwega-Fremont values two-way communication. Challenge yourself to be a proactive communicator in your personal life as well with school community stakeholders.

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