



— A CULTURE OF COMMUNICATION —

Before you hit send

Run one real message through this. Every question is a small *deposit* into the trust you share with the people who read it.

- ☐ **Deposit or withdrawal?** THE TRUST ACCOUNT
Will this message add to trust, or quietly draw it down?
Send it like it counts, because it does.

- ☐ **Will they understand it the first time?** CLARITY
Plain words, short sentences, one clear ask. Nothing to read twice or call someone to decode.

- ☐ **Did I ask, not just tell?** LISTENING
If I want a real answer, will I go back and show them what their answer changed?

- ☐ **Is it a promise I can keep?** STEADY CONTACT
If I name a next update or a time, can I actually hold it? A kept promise is the deposit.

- ☐ **Is the human reason in it?** STORY
One line of meaning: not just what happened, but why it matters for a student.

- ☐ **Can every family receive it?** REACHING EVERY FAMILY
Can the family who speaks another language read this, in a form they can use, at the same time as everyone else?

- ☐ **If the news is hard, is the hard part plain and early?** WHEN IT'S HARD
Say the difficult part clearly, near the beginning, with respect. Leading with it is what protects trust.

*You already do most of this. The check
just keeps it steady, one message at a time.*