



## The School Leader's Guide to Understanding Attitude and Influencing Behavior: Working with Teachers, Parents, Students, and the Community

By Bryant W. Pryor, Caroline R. Pryor

SAGE Publications Inc. Paperback. Book Condition: new. BRAND NEW, The School Leader's Guide to Understanding Attitude and Influencing Behavior: Working with Teachers, Parents, Students, and the Community, Bryant W. Pryor, Caroline R. Pryor, School leaders constantly face situations where they must understand the values, attitudes, and beliefs that a person or group brings to a given situation. Often these attitudes are based on faulty information or misguided beliefs, and, if left unchecked, can have serious consequences. This book will help educators to understand the how and why behind people's decisions, and to use this information to change attitudes and influence the behaviour of teachers, school staff, parents, and other members of their community. This model has been used successfully in business, healthcare, social policy, and politics for years, but is only just beginning to be applied to education. By using this model, school leaders can make more effective, data-driven decisions. Some examples of how model can be applied to education include:

- Teachers integrating technology in the classroom
- Parents monitoring their children's homework
- Formulating school policy
- Teacher retention

Educational leaders at LEA and school level, including advisors and SMT members will find this a invaluable tool for decision making and...



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