

*People are like snowflakes...no two are exactly alike.*

For the past eighteen years, the Apache Junction Unified School District has used the concepts of Process Communication to empower our employees to build effective, respectful ways of working together in order to achieve success for all. This program has enabled the district to increase the energy and effectiveness of our teachers, increase student achievement, and increase the satisfaction of parents, students, and colleagues.

Studies done in 1989 and 1990 showed that student achievement at every grade level increased dramatically; the failure rate at the seventh and eighth grade level was reduced from approximately 20% to less than 2%; disciplinary referrals in all schools were significantly reduced so that fewer than 2% of students were in trouble on any given day; and students entering into post secondary training increased from less than 19% to more than 43%. These gains were so impressive that every year we train all new hire teachers in the Process Communication Model.

We embrace the notion that the more we know about ourselves and our needs, the more ways and means we have to generate positive energies. The benefits of Process Communication have been felt throughout the district in every department, including principals, teachers, students, and parents.

The benefits of Process Communication to our principals has been the realization of how important it is to use management styles that are appropriate with the various personality types of their faculty. This enhances their weekly faculty meetings, curriculum meetings, and teacher evaluation conferences. As a result employee morale is at an all time high.

The benefits of Process Communication to our teachers has been to understand the importance of establishing a positive relationship with each individual student, and take the time to understand the varying personalities in order to capitalize on students' strengths. Process Communication has given us the techniques to be able to shift our energies into various channels to communicate with and motivate students by meeting psychological needs relative to their personality type. When the teacher makes these shifts, discipline issues are kept to a minimum.

Students have benefited from Process Communication by having the opportunity to interact with teachers who know how to communicate in ways that avoid negative behaviors that cause miscommunication, teachers that understand the predictable behaviors which can result from individual student needs, and teachers who shift energies to meet students' needs.

Our parents benefit in knowing that their child's teacher truly cares, and will take the time to match their instruction to the personality types in their classroom. They know teachers will motivate their child to reach their fullest potential.

Process Communication is a powerful tool that enables us to communicate effectively on an individual basis. For as we know, people are like snowflakes, no two are exactly alike.