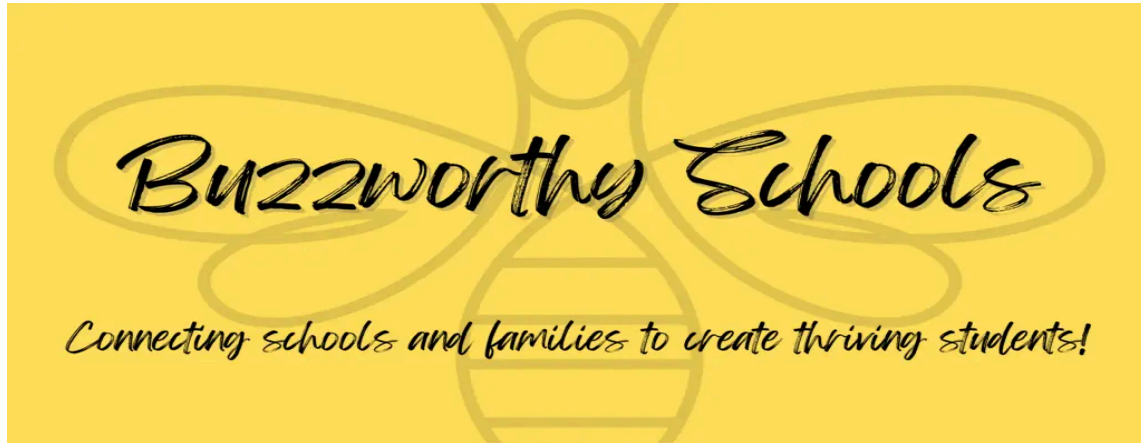


Leading Your Hive

September 2025



What is this month's buzz?

Is your school the talk of the town for all the right reasons?

We all shop, dine out, and purchase products. And naturally, we form both good and bad opinions about our experiences. We talk about what we love, what disappoints us, and sometimes what simply didn't stand out.

Think about this: most businesses, shops, restaurants, or hotels, train their employees in customer service. We've come to expect friendly greetings and helpful phrases like "It's my pleasure" or "How can I assist you today?" These consistent, positive interactions shape our overall impressions and influence whether we return and also if we tell others about the experience.

Research shows that satisfied customers typically tell one person about a positive experience, while unhappy customers tell ten. Yes—ten!!

So, how does your school measure up?

- Are people in your community hearing about the incredible work you're doing for children?
- Or are they more likely to be sharing a single negative encounter like a frustrating student pickup process, cold cafeteria food, or an unkind interaction with staff?

At **Buzzworthy**, we want to encourage you to think critically about your school's reputation. Today, families have schooling options and they don't always default to the neighborhood school. Their decisions about schooling are often influenced by informal conversations with friends, neighbors, and other parents.

Even if your school can brag about academic excellence, excellent student behavior, and a welcoming environment, that message may not be reaching the wider community. Why? Because good experiences often go unspoken, while small frustrations spread quickly.

How do you shift that balance?

- Are your teachers and staff committed to exceptional service...every day, with every family?
- Have they received training in customer service and communication?
- Do your school culture and systems reflect a high standard of professionalism and care?
- Have you engaged your stakeholders in this type of conversation?

Creating a staff and family unified voice that amplifies the positive and ensures your school is truly **buzzworthy** is our goal as a business that wants to support your neighborhood public school! Let's work together to make your school the one everyone's talking about...for all the right reasons!

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