

CONTENTS

INTRODUCTION

Why Do We Fight over Budgets?

1

CHAPTER 1

Make Change Feel Normal

13

CHAPTER 2

Build a Vision Before Building a Budget

39

CHAPTER 3

Engage and Enlist Principals

59

CHAPTER 4

Take Steps to Minimize the Pain

89

CHAPTER 5

*Win Over Supporters Through Joint
Fact Finding*

117

CHAPTER 6

Make Bold and Comprehensive Plans

137

CHAPTER 7

*Craft Messages That Resonate with
Stakeholders*

153

CHAPTER 8

*Get the Message Out to All Supporters
and Potential Supporters*

181

EPILOGUE

Reason to Be Optimistic

211

NOTES

215

ABOUT THE AUTHOR

217

INDEX

219