



# Crisis / Pushback Guidance: Handling Resistance or Pushback

## Purpose:

To equip administrators with scripts, FAQs, and talking points when encountering resistance from staff, families, or community members. Pushback often arises from misconceptions, time concerns, or competing priorities. Proactive and consistent communication helps sustain support.

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## 1. Common Concerns & Sample Responses

**Concern (Staff):** *“I don’t have time for one more program.”*

**✓ Response:**

“I hear you. Emози® isn’t something extra — it’s a framework you can use during transitions, group work, and daily routines. Even 5 minutes of Emози® language can improve classroom climate and save time in the long run.”

**Concern (Staff):** *“This doesn’t apply to my subject area.”*

**✓ Response:**

“Emози® provides a common language for all teachers. Even in math, science, or electives, students use strategies like STAR or SCOPE when collaborating, managing stress, or solving problems. It supports your classroom management, not just content delivery.”

**Concern (Families):** *“Why are we doing this instead of focusing on academics?”*

**✓ Response:**

“Character development and academics go hand-in-hand. When students can manage emotions, work well with others, and stay focused, they perform better academically. Emози® is about giving students the tools to succeed in school and life.”

**Concern (Families/Community):** *“This feels political or values-based.”*

**✓ Response:**

“Emози® focuses on universal skills all families want for children — respect, problem-solving, empathy, self-control. It’s not about ideology; it’s about helping students grow as thoughtful, responsible individuals.”

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## 2. FAQs Administrators Can Use

**Q: What if teachers skip lessons?**

A: Encourage short “make-up” sessions, integrate strategies into routines, and use walkthroughs for accountability.

**Q: How do we help parents support Emozi® at home?**

A: Provide Home Connection Letters and short activities (see Section 5: Family Engagement Guide). Keep it simple and consistent.

**Q: What if a teacher or parent openly resists?**

A: Listen first, clarify misconceptions, then provide concrete examples of how Emozi® benefits students. Invite them to observe a lesson.

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## 3. Administrator Action Steps

- Anticipate concerns and use consistent talking points.
- Train staff to respond to common family questions with confidence.
- Share success stories and data regularly — shift the conversation from “why” to “look at the results.”
- Keep Emozi® visible and normalized in school culture (posters, announcements, assemblies).

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✨ **Tip for Administrators:** Pushback is often a sign of misunderstanding, not opposition to student growth. Respond with empathy, evidence, and examples of student success.