

COMMUNICATION

Always acknowledge the concerns of the people and practice having one-on-one conversations. Try not to make the message focused on you or on damage control.

CLARITY

Deliver a clear message disclosing everything they need to know. Leave no room for improper assumptions or best guesses. Vague communication implies you are hiding something or only revealing partial truths.

CONTROL

Remain in control of what is being said. When you lose control of the message there is no stopping the flow of inaccurate information.

CONFIDENCE

Speak with confidence but don't lose sight of your humanity - acknowledge that you can't make everything ok, but make sure people know you're doing