

GOOD WAYS TO DELIVER BAD NEWS MESSAGES

- Your Copy Bible is a pre-crafted vault of content that can be drawn from to address any situation.
- Think about the most terrifying questions that you could be asked and build your response below.
- Once you've crafted language for the worst situation, continue the process with all other situations.

► DRAFT STATEMENTS:

Your Copy Bible statements should:

- Tell the truth.
- Cast everyone in a favorable, considerate light.
- Be objective about your part versus another's part in the situation.

► HERE'S AN EXAMPLE:

The facts: The business partnership with Max was good until he started mistreating clients. During my time with Max, we encountered a challenge. He wanted to take the business in one direction and I wanted to take it in another. We did everything we could to reconcile our differences, but when I realized his approach no longer aligned with my values, I had to move on. I've had my own business for 12 years now.

I haven't kept up on Max or the former business, but I can tell you that when we worked together, he was a solid leader with a strong work ethic.

Begin writing what is true for you, and only you—in this situation. Jot down who was involved, when and where the situation occurred and why it occurred. Then determine what it is you want others to believe about you.