

# ELEMENTS OF A GOOD STATEMENT 6+2

- **Empathy** – express sincere, genuine care for anyone affected
- **Authority** – demonstrate that an executive has ownership of this issue
- **Transparency** – be real about what is happening (unprecedented) and how it's impacting your people; address the fact this is a dynamic and evolving situation
- **Decisiveness** – say exactly what specific steps are being taken to mitigate the situation
- **Reassurance** – think about who is hurt, angry or scared, and what would calm them
- **Consistency** – explain how when and where you are going to keep the updates coming
  - +1: Make a Hero – give shout outs to employees, first responders or others who have stepped up to make a difference
  - +1: Give Back – what steps are you taking to help the broader community

# SAYING HARD THINGS RELIES ON THREE ELEMENTS

- **Empathy** – you care about them and understand their disappointment
- **Transparency** – why was this decision made, make the case for reasonable people
- **Reassurance** – this will be OK

Demonstrating Authority, Decisiveness and Consistency will not help someone who is hearing bad news.

+1 – provide resources to soften the blow or help them move forward