

## Bad News Eradicator Worksheet #4

May 2018

Some of the negative examples have been translated for you, to help you “get it.” - Once you have completed the worksheet send it to me and we’ll talk about it. - Jim

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| 1. “There is no right way.”  | There are many right ways.                         |
| 2. “There is nothing you cannot achieve.”  |  |
| 3. “These committees do not set the final policy . . . ”   |  |
| 4. “They will have no further rights.”   |  |
| 5. That may seem negative, but it’s not.   |  |
| 6. Will never be done.   | Will be done when someone decides to do it.        |
| 7. Will never get it right.  |  |
| 8. Never be stuck in a job where you don’t feel worse standing still.  |  |
| 9. Like it or not, the competition won’t stop.   |  |
| 10. The improvements don’t have to be dramatic.  | Incremental improvements are perfectly acceptable. |
| 11. We are not average companies. Our service is not average. We don’t want our people to be average.  |  |
| 12. We don’t offer blanket discounts or promotions to customers.   |  |
| 13. If you are not prepared to deal with constant change, then you are probably not a good fit.  |  |
| 14. Never accept or be too comfortable with the status quo.  |  |
| 15. We don’t want to become one of those big companies that feels corporate and boring. We’re not looking for crazy or extreme weirdness though. |  |
| 16. There are no experts in what we’re doing.  | We are the only experts in what we’re doing.       |
| 17. By the end of the day, it’s not what you say or you do, it’s how you make people feel.   |  |

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| 18. | You must never settle for good enough.                            |  |
| 19. | Don't take no or that'll never work for an answer.                |  |
| 20. | It is not our want to be critical...                              |  |
| 21. | Crisis do not get better with time.                               |  |
| 22. | It's never a good thing.  |  |
| 23. | XYZ Company needed to lead their industry on this, not lose them. |  |
| 24. | Never forget.   |  |
| 25. | There was nothing that conflicted.                                | Everything conformed to our needs.               |
| 26. | It doesn't help that last year they...                            |  |
| 27. | We don't hire journalists.  | We help journalists find work elsewhere.         |
| 28. | ...Not disingenuously aver that they have no such responsibility. |  |
| 29. | This crisis isn't about how well the boss rose to this challenge. |  |
| 30. | No media tour or apology will be enough.                          | It will take more than a media tour and apology. |
| 31. | I have no reason to lie.  |  |