

## Bad News Eradicator #4

May 2018

A number of the negative examples have been translated for you, to help you “get it”.

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.	
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.	