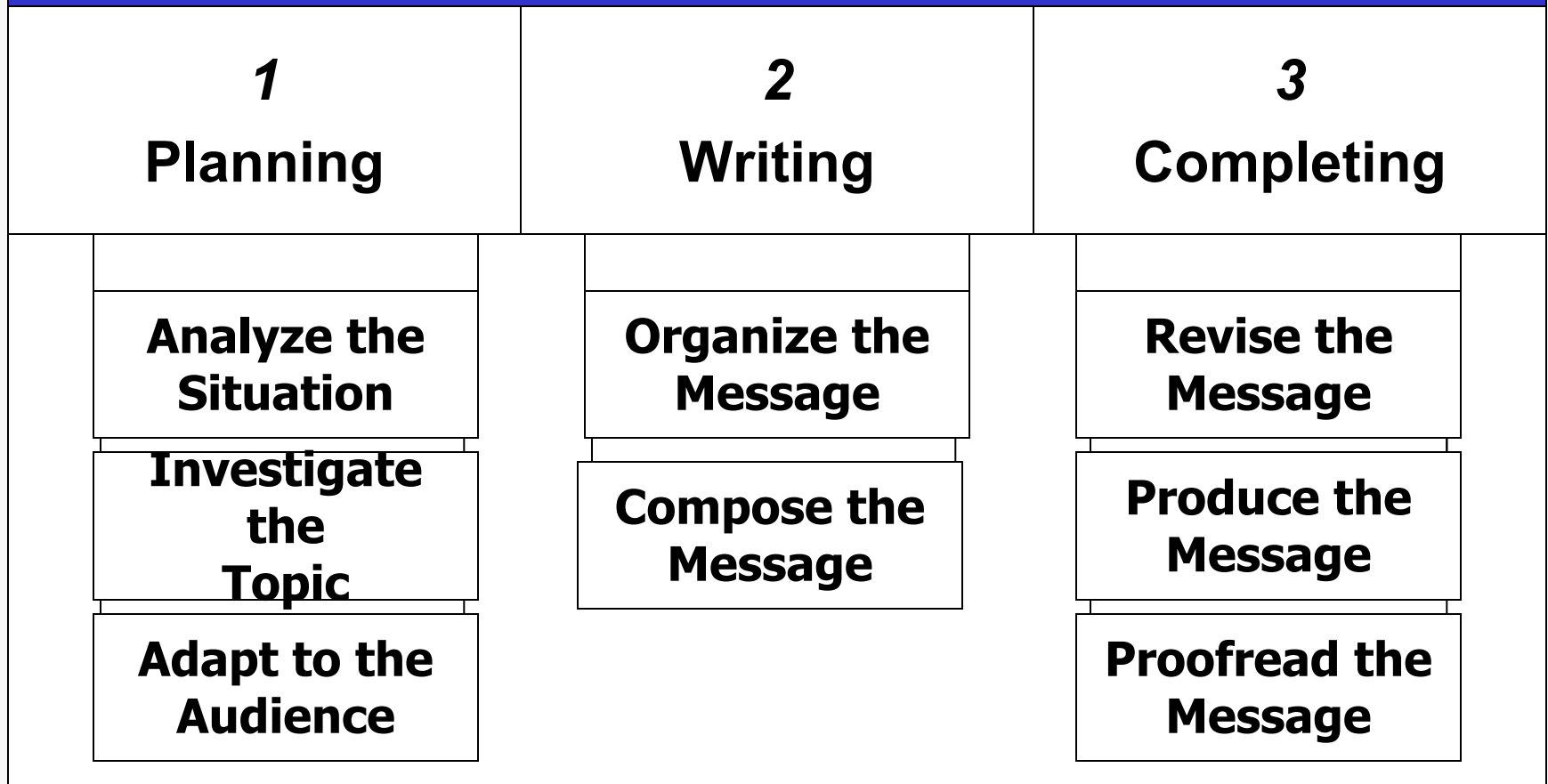


# **Writing Bad-News Messages**

# Three-Step Writing Process



# **Strategies for Bad-News Messages**

- **Convey the message**
- **Gain acceptance**
- **Maintain goodwill**
- **Promote a good corporate image**
- **Minimize future correspondence**

# Audience-Centered Tone

**The “You” Attitude**

**Positive Wording**

**Respectful Language**



# The Direct Approach

Flow of the Message 



Substance of the Message

# The Indirect Approach

Flow of the Message 

<b>Buffer</b>	<b>Reasons</b>	<b>Bad News</b>	<b>Positive Close</b>
<i>Step 1</i>	<i>Step 2</i>	<i>Step 3</i>	<i>Step 4</i>

Substance of the Message

# Begin With a Buffer



**Sincere**

**Relevant**

**Not Misleading**

**Neutral**

# Begin With a Buffer



**Respectful**

**Succinct**

**Assertive**

**Brief**



# Provide Reasons That Support the Refusal

- **Cover positive points**
- **Provide relevant details**
- **Highlight benefits**
- **Minimize company policy**
- **Avoid apologizing**



# **State the Message**

**De-emphasize the Bad News**

**Use a Conditional Statement**

**Focus on the Positive**

**Avoid Blunt Language**

# **Close With Confidence**

**Maintain a Positive Tone**

**Limit Future Correspondence**

**Be Optimistic About the Future**

**Remain Confident and Sincere**

# Writing Bad-News Messages

- **Routine requests**
- **Organizational news**
- **Employment information**



# **Routine Workplace Requests**

**Business  
Information**

**Invitations  
and Favors**

# The Status of Orders



**Ship Part  
of the Order**

**Ship None  
of the Order**

# Claims and Adjustments

## Things to Employ

**Courtesy and Tact**

**Indirect Approach**

**Understanding**

**Possible Alternatives**

## Things to Avoid

**Accepting Blame**

**Accusations**

**Negative Language**

**Defamation**

# Organizational News

## Products



## Operations





# Letters of Recommendation

**Requested  
by Businesses**

**Requested  
by Individuals**

**Be Direct**

**State Facts**

**Practice  
Diplomacy**

**Recognize  
Feelings**

# Employment Applications



**Use a  
Direct Approach**

**State Reasons  
Clearly**

**Suggest  
Alternatives**

# Performance Reviews

**Review Job  
Requirements**

**Provide  
Feedback**

**Develop a  
Plan of Action**



# Negative Performance Reviews

- **Confront the problem**
- **Plan the message**
- **Maintain privacy**
- **Focus on the problem**
- **Obtain commitment**

