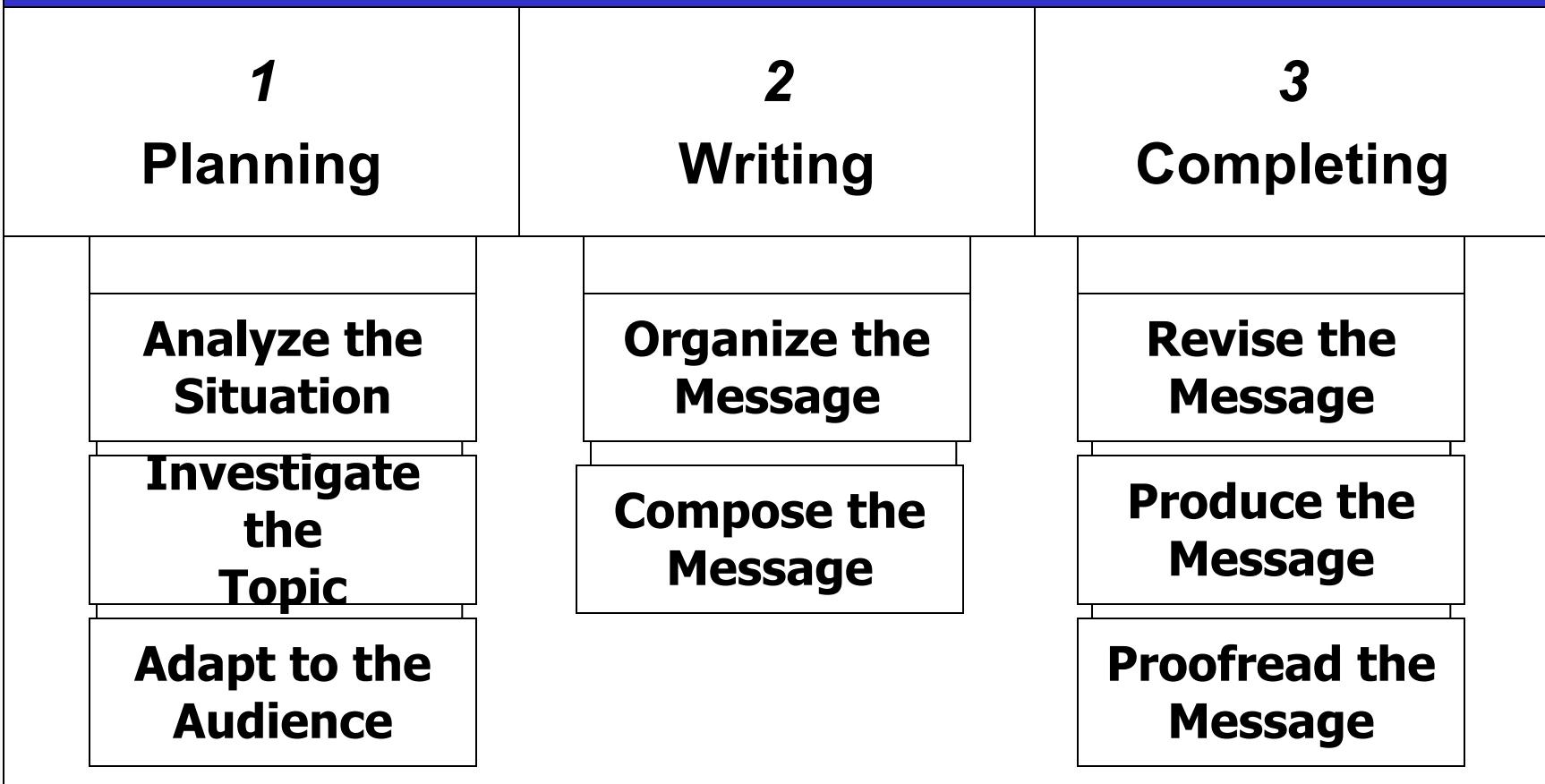


# **Writing Bad-News Messages**

# 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



# 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

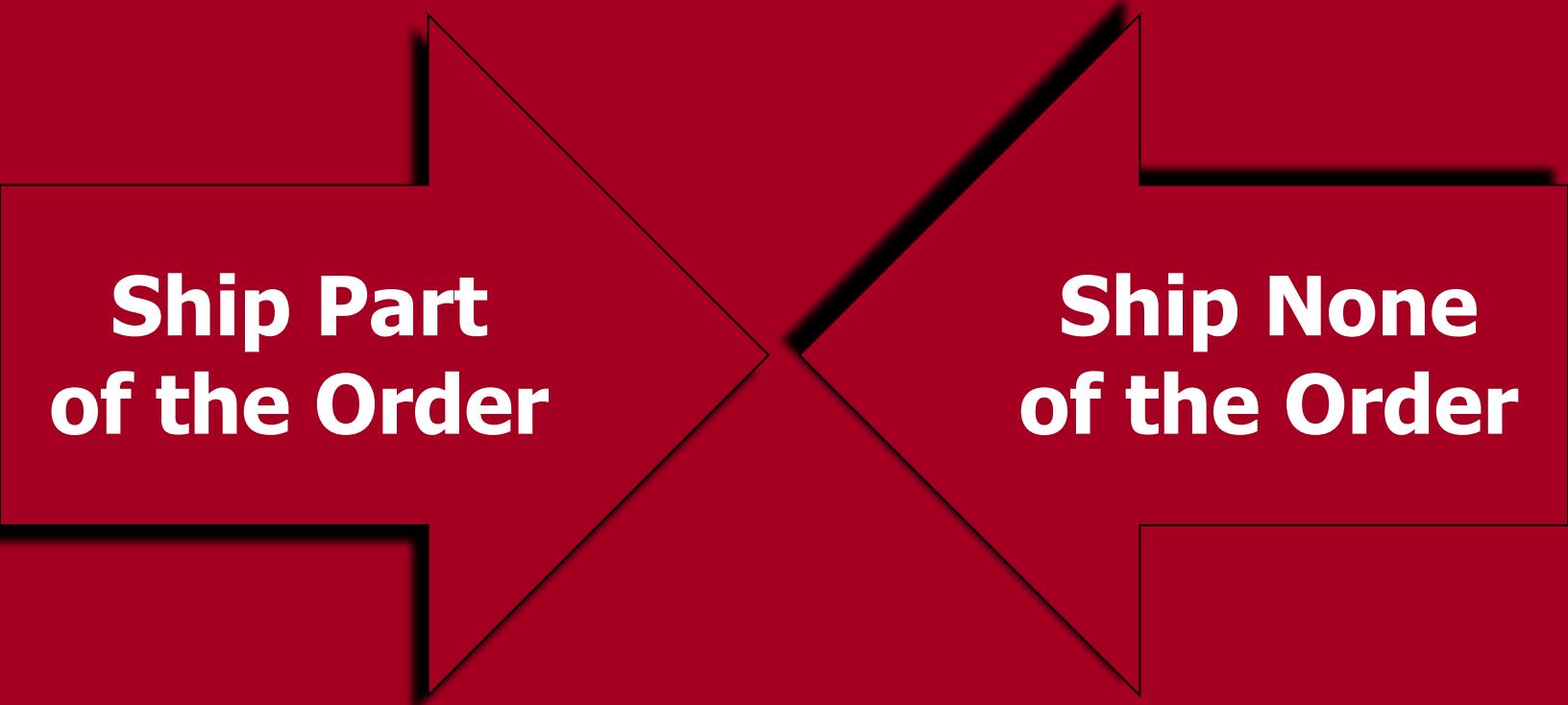


# **Routine Workplace Requests**

**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	Things to Avoid
Courtesy and Tact	Accepting Blame
Indirect Approach	Accusations
Understanding	Negative Language
Possible Alternatives	Defamation

# Organizational News

## Products



## Operations



# **Letters of Recommendation**

<b>Requested by Businesses</b>	<b>Requested by Individuals</b>		
<b>Be Direct</b>	<b>State Facts</b>	<b>Practice Diplomacy</b>	<b>Recognize Feelings</b>

# 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

