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- 1. Take your time**
 - 2. Understand the situation**
 - 3. Don't avoid hard subjects**
 - 4. Feelings before forms**
 - 5. Checklists not scripts**
 - 6. Confirm next steps**
 - 7. Under promise, over deliver**
 - 8. People can always call back**
 - 9. Take breaks**