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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 call again**
  - 9. Take breaks**
  - 10. Look after your team**