

## How to address communication issue

Weeks	Lecture: Mastering damage control
<b>15</b> Apr 17  to Apr 2	<p>The laws of chance don't show preferences.</p> <p>Is it better to be lucky than good? The truth is that it's better to be lucky and good.</p> <p>You'll capitalize on many new opportunities by developing a methodical approach to managing your affairs.</p> <p>Ultimately, your success will be assured by learning to dodge the bullet (Curtis, p256).</p> <ol style="list-style-type: none"><li>1. <b>Look ahead</b> and assess possible mistakes before they occur.</li><li>2. <b>Recognize</b> and address mistakes when they occur.</li><li>3. <b>Develop</b> a coherent and logical strategy in every new situation.</li><li>4. <b>Utilize categorical denial whenever plausible</b><ol style="list-style-type: none"><li>i. The blame game always fails, so don't argue when it happens but focus on how you're not even involved if possible.</li></ol></li><li>5. <b>Incorporate</b> spin when categorical denial is illogical and counterproductive.</li><li>6. <b>Remain</b> engaging, communicative, and positive at all times.</li><li>7. <b>Avoid</b> counterattacking and negativity.</li><li>8. <b>Offer</b> plausible alternative explanations.</li><li>9. <b>Demonstrate</b> appropriate contrition when required.</li><li>10. <b>Apologize</b> sincerely and profusely when it's the best option.</li></ol> <p><b>References:</b></p> <ol style="list-style-type: none"><li>1. Curtis, J. (1999), Dodging the bullet. survival strategies for life in the fast lane.</li></ol>