Lecture 7: Bad News and Indirect Messages
1. List the three main types of bad news messages.
In a Bad News Message, Aim to...

1. ________________
2. ________________
3. ________________
4. ________________
Should You Apologize?

NO, not if

YES...if
Stylistic Techniques for Softening Bad News
The Indirect Pattern

List the 4 steps of the Indirect Approach to bad news.

Why is the bad news buried in the middle of the bad news message?
Do Not Use Buffers When