

How Great Leaders Deliver Bad News

As a leader, you often find yourself having to deliver bad news. In those times, strive to show that you C-A-R-E.

CLEAR


Tell people the situation, why it matters, and how it impacts their lives. Avoid spinning, posturing, and ambiguity.



C

AUTHENTIC

Don't try to be someone else or act a part – be yourself. They will appreciate the authenticity.



A

RESPECTFUL

Remember, they're human beings dealing with bad news. Treat them accordingly.



R

EMPATHETIC

Work to put yourself in your team members' shoes. Consider how you would feel at that moment



E