

Writing Negative Messages

The Three-Step Process

Planning	Writing	Completing
Analyze Situation	Adapt to the Audience	Revise
Gather Information		Produce
Select Medium	Compose the Message	Proofread
Get Organized		Distribute

Convey the Message

Gain Acceptance

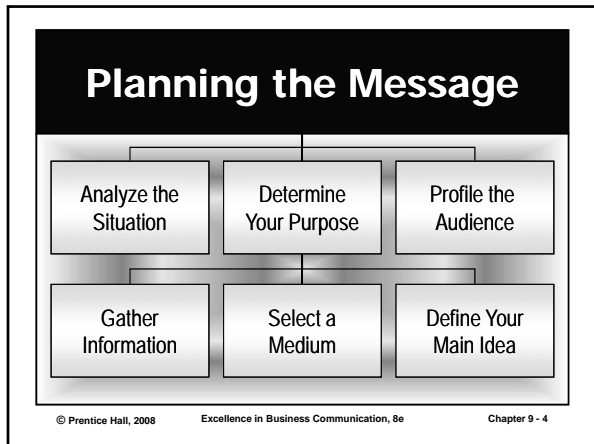
Maintain Goodwill

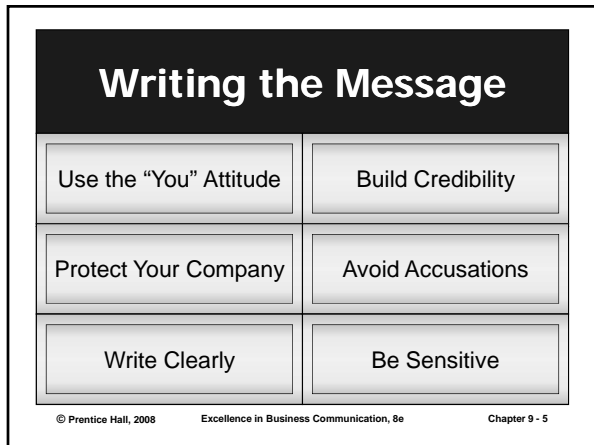
Build Corporate Image

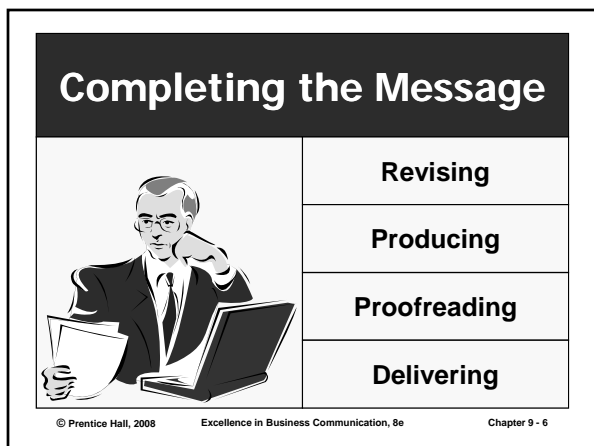
Minimize Future Correspondence

Negative Messages










Developing Negative Messages



Type of Approach
Cultural Variations
Ethical Standards

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Choosing the Best Approach

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The Direct Approach

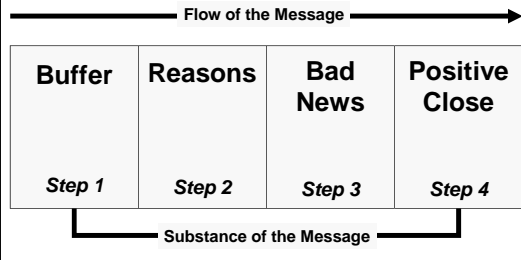
Flow of the Message →

Bad News	Reasons	Positive Close
<i>Step 1</i>	<i>Step 2</i>	<i>Step 3</i>

Substance of the Message

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The Indirect Approach




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Begin With a Buffer

Things to Do	Things to Avoid
<ul style="list-style-type: none"> • Show appreciation • Pay attention • Compliment reader • Be understanding • Show sincerity 	<ul style="list-style-type: none"> • Saying "no" • A know-it-all tone • Wordy phrases • Apologies • Lengthy buffers

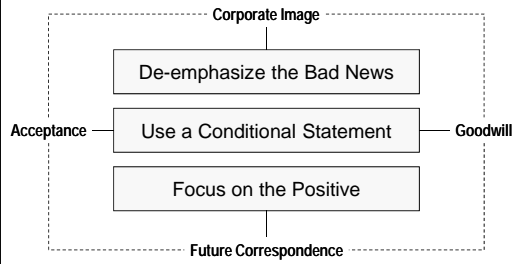
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Provide Reasons and Information

Guide Your Readers	
Provide Support	
Suggest Benefits	
Minimize Policy	

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State the Bad News



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Close on a Positive Note

- ✓ Avoid negativity or uncertainty
- ✓ Limit future correspondence
- ✓ Be optimistic about the future
- ✓ Be sincere and avoid clichés
- ✓ Conclude with confidence

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Adapting to Your Audience




Cultural Differences

Internal and External Audience

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Cultural Differences



Proper Tone

Message Organization

Cultural Conventions

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The Type of Audience

Internal	External
Timeliness	Diversity
Completeness	Confidentiality


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Maintain High Standards of Ethics and Etiquette

Laws and Regulations

Human Impact

Emotions



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Types of Negative Messages

Routine Matters

Organizational News

Employment Issues



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Routine Matters

Select the Approach

Manage Your Time

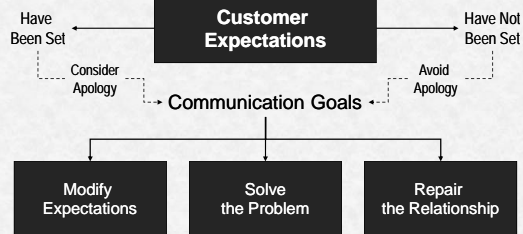
Be Polite But Firm

Propose Alternatives

Avoid Trite Closings

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Status of Transactions



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Claims and Adjustments

Things to Employ	Things to Avoid
✓ Courtesy and Respect	✓ Accepting Blame
✓ Indirect Approach	✓ Making Accusations
✓ Understanding and Tact	✓ Being Negative
✓ Positive Attitude	✓ Defaming Others

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Negative Organizational News

Match the Approach to the Situation

Consider Unique Needs of Each Group

Give Each Group Time to Respond

Plan a Sequence of Announcements

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Negative Organizational News

Plan for and Manage a Response

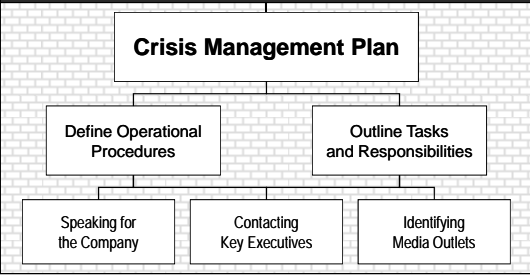
Stay Positive but Also Be Realistic

Minimize the Element of Surprise

Seek Expert Advice if You're Not Sure

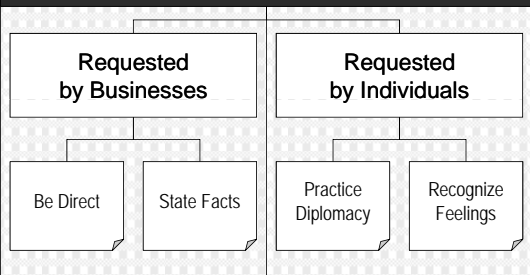
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Crisis Communication



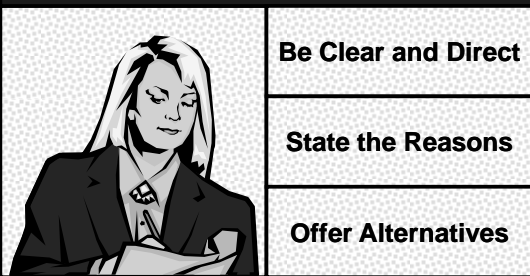
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Recommendation Letters




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Employment Applications



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Performance Reviews

	Job Requirements
	Feedback
	Action Plans

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Negative Performance Reviews

- ✓ Confront the problem
- ✓ Plan the message
- ✓ Respect privacy
- ✓ Stay focused
- ✓ Get a commitment



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Termination Letters

Express the Decision	
Avoid Litigious Statements	
Minimize Negative Feelings	

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