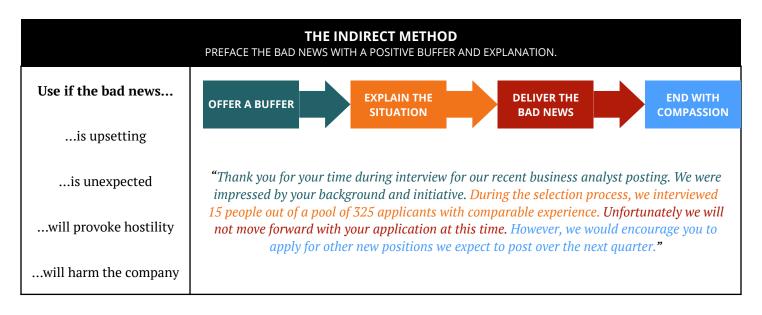
Delivering bad news

Nobody likes to deliver bad news. The receiver will not want to hear it, which means the messenger may find themselves in a difficult position. Bad news is sometimes necessary to give, however, which means skill in its delivery is important (Bovee & Thill, 2010).

There are two main approaches for communicating bad news:





Regardless of which approach you choose, remember to prioritize the following five key points:

MAKE YOUR EXPLANATIONS CLEAR AND PROFESSIONAL

REMAIN POLITE COMMUNICATIONS

BE SENSITIVE IN YOUR COMMUNICATIONS

SHOW HOW YOU ARE BEING FAIR

COMMIT TO STAYING FRIENDLY

