

USE THIS BEFORE A DIFFICULT TEAM BRIEFING — CHAPTER 12

Catch the Rain

The story you tell your team becomes their story. Before you walk into any briefing about a decision you didn't choose, work through this first.

1 — THE SITUATION

What decision, change, or message do you need to communicate?

2 — THE GAP

What do you feel — and what do you actually know?

This is the most important step. The gap between what you feel and what you know is where leaders either catch the rain or pass it downhill.

WHAT YOU FEEL	WHAT YOU KNOW

3 — THE TRANSLATION

What problem is this decision trying to solve?

Even if you disagree with the method, what is the business trying to achieve?

4 — THE STORY YOU'LL TELL

How will you frame this — clearly, honestly, without passing frustration downhill?

Write the first sentence you'll say out loud. That sentence sets the tone for everything that follows.

REMEMBER

Your team don't need you to be their chief complainer. They need you to be their guide. Absorb it. Translate it. Help them move forward.