



# Golden rules for communicating

**1. Tell your story. Or someone else will.**

Going quiet in today's communication cycle never means going invisible. Engage, lean in, and set the tone for how you're seen, or your opponents and critics will be happy to handle the job for you.

**2. When you speak for an organization, you ARE the organization.**

Sound like it. Don't let your own opinions or feelings creep in.

**3. Explaining isn't messaging.**

Do one or the other, but at least know the difference.

**4. "I don't know"**

Not only a totally acceptable answer, it's the only answer when it's true.

**5. Credibility is everything.**

When you're wrong, own it first. Never guess, fib or speculate.

**6. Speak in the positive whenever possible.**

It's a subtle thing, but being a positive force means framing positive answers.

**7. Message comes from action.**

If you're struggling to find a good message, go back and review your action.

**8. What it is v. What it does**

Critics will focus on what you *are*. Strong messaging focuses on what you *do* – for customers, the economy, society, the environment, the world.

**9. It's not about you.**

Stay cool by remembering you're here to help. This isn't personal.

**10. The camera is on. The mic is hot. It's all on the record.**

Presume everything you say and do is being recorded. It helps ensure you are never sorry for anything you say or do.