
BAD NEWS ERADICATOR

“The discipline of using positive language is the most powerful tool of leadership. Positive language leads to understandability, credibility, contention-reduction, and truthfulness. One of the most telling indicators of impending or existing leadership failure is the use of confusing, conflicting, erroneous, or damaging negative language. Leadership and achievement are about the future. Positive, declarative language is the language of the future.”

— James E. Lukaszewski, ABC, APR, Fellow PRSA

To help develop the positive language discipline, it is helpful to catalog the various negative phrases individuals routinely use, and develop their positive equivalents. The Bad News Eradicator is designed to get that process initiated by introducing more than 150 negative phrases, many of which have been turned into positives. The exercise of making negative thoughts into positives is an exercise in leadership development.

Remember that the positive equivalent should be equal to or less than the number of words in the negative, wherever possible. (Sometimes I get wordy, too.)

Beginning at line 154, you'll see the chart becomes completely open for you to begin your collection of the negative phrases, those you use or hear that need to be corrected.

How to Use the Bad News Eradicator

For those who really want to “get it,” we recommend that the Bad News Eradicator format be used in staff meetings occasionally, perhaps once a month. Request that others collect negative phrases, bring them to the meeting, and make corrections.

Some clients have taken this so seriously that they actually have a negative word dish in the middle of their conference room table. When people use negative phrases or negative concepts, they have to pay a quarter. Remember, this is modeled on the old concept Benjamin Franklin used, since he too abhorred negative language and confrontation. When members of his organization confronted each other aggressively and negatively, he fined them and used the money for the employee's benefit.



PRODUCT DETAILS

Newsletter: 4 pages

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ABOUT THE AUTHOR

James E. Lukaszewski (loo-ka-SHEV-skee) advises, coaches, and counsels the men and women who run very large corporations and organizations. He is an expert in managing and counteracting tough, touchy, sensitive corporate communications issues. The fastest growing portion of his practice involves civil and criminal litigation. He is one of the few who can and truly does coach CEOs.

He is a prolific author (several books, hundreds of articles), lecturer (corporate, college and university), coach, and counselor. He is quoted in publications such as *The New York Times*, *The Wall Street Journal*, *The Miami Herald*, the *Harvard Business Review*, and industry trade journals. He is a columnist, advisor, or editor for almost every major public relations periodical. His 1992 book, *Influencing Public Attitudes: Strategies that Reduce the Media's Power*, remains a classic work in the field of direct communication. He is an internationally recognized speaker on crisis management, ethics, media relations, public affairs, and reputation preservation and restoration. Visiting his Web site, www.e911.com, is like attending the University of Crisis Management.

An accredited member of the International Association of Business Communicators (ABC) and the Public Relations Society of America (APR), Mr. Lukaszewski is a member of the PRSA's College of Fellows (Fellow PRSA) and Board of Ethics & Professional Standards. He served as a crisis communications advisor to the International Disaster Advisory Committee, Agency for International Development, Office of U.S. Foreign Disaster Assistance from 1989 to 1992, and is a civilian advisor to several other federal agencies. He lectures annually at the U.S. Marine Corp's East Coast Commander's Media Training Symposium and was the second recipient of its Drew Middleton Award. He is the recipient of both Ball State University's 2004 National Public Relations Achievement Award and the 2004 Patrick Jackson Award for Distinguished Service to PRSA, and is among the winners of the 2005 *PR News* Lifetime Achievement Award. His name appeared in *Corporate Legal Times* as one of "28 Experts to Call When All Hell Breaks Loose," and in *PR Week* as one of 22 "crunch-time counselors who should be on the speed dial in a crisis."