



**B**  
be genuinely interested in your fellow men's job!

**C**  
catch people when they do something good!  
counter skillfully! - Gekonnt kontern!

**D**  
deliver and receive feedback like a gift!  
differentiate between collect and deliver obligation!

**F**  
fuck your social comfortzone!

**G**  
give feedback the way it takes effect!

**H**  
hire slow, fire fast!

**K**  
know to grow people - coach them!

**L**  
learn to speak - how you want it!  
let destructive feedback pass by! - Lass destruktives Feedback einfach vorbeischießen!  
let's talk about it! - Lass drüber reden!

**M**  
make calls time-phased only!

**N**  
new people again and again and again!

**S**  
see to it that your words are in your sense!  
set boundaries for your accessibility!  
share with compassion and love!  
speak less to more people!  
stay respectfully towards others!

**T**  
tame your environment!



U

use different ways for different communication-causes!

W

work together!