

Think Clearly Today



Strategic Communication Options			
	Avoidance	Equivocation	Disclosure
Tactics	<ul style="list-style-type: none"> • Use silence • Change subject • Minimize contact with person 	<ul style="list-style-type: none"> • Use abstract language • Invoke “politically correct” phrases • Describe responses in vague terms 	<ul style="list-style-type: none"> • Share PMQ list • Discuss reasoning process • Debate points of view
Possible Upside <i>You may...</i>	<ul style="list-style-type: none"> • May appear wise • May avoid potential and unnecessary conflict • Allow time for circumstances to change 	<ul style="list-style-type: none"> • Preserve relationships • Remain uncommitted • Allow time to build credibility • Stall for more changes in circumstances 	<ul style="list-style-type: none"> • Create an understanding of your reasoning • Build support • Cultivate a foundation for your PMQ decision making process • Foster long-term buy-in
Possible Downside <i>You may...</i>	<ul style="list-style-type: none"> • Create illusion of support • Appear uninvolved or uninterested 	<ul style="list-style-type: none"> • Mask important disagreements • Delay important discussions 	<ul style="list-style-type: none"> • Foster unnecessary conflict • Invest more time than with the other strategies

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PMQ Chart	
Pluses	Minuses
Questions	