

# PERIODIC TABLE FOR HIGH CONCERN COMMUNICATION

Use these templates for high concern, risk, crisis, and change management situations

Basic Templates		Key Templates		Advanced Templates	
<p><b>R3</b> (Rule of 3)</p> <p>Use when responding to any high stress or emotionally charged question.</p> <p><b>Recommendation:</b> Provide no more than three messages, ideas, or points at a time.</p>	<p><b>IDK</b> (I Don't Know)</p> <p>Use when you don't know, can't answer, or aren't the best source.</p> <p><b>Steps:</b></p> <ul style="list-style-type: none"> <li>Repeat the question (without negatives)</li> <li>Say "My ability to answer is limited by...;" or "I don't know"</li> <li>Say why you can't answer</li> <li>Provide a follow up with a deadline</li> <li>Bridge to what you can say</li> </ul>	<p><b>CCO</b> (Compassion, Conviction, Optimism)</p> <p>Use when asked a question with high emotion.</p> <p><b>Steps:</b></p> <ul style="list-style-type: none"> <li>Compassion (Caring, Empathy, Listening)</li> <li>Conviction</li> <li>Optimism</li> </ul> <p><b>Example:</b> (1) "I am very sorry to hear about...;" (2) "I'm confident that...;" (3) "In the future, I believe that..."</p>	<p><b>ALE</b> (Authority, Logic, Emotion)</p> <p>Use to encourage appropriate attitudes, beliefs, or behaviors.</p> <ul style="list-style-type: none"> <li><b>(A)uthority Message:</b> Appeal to authority—those perceived as high in credibility</li> <li><b>(L)ogic Message:</b> Appeal to logic (if x, then y).</li> <li><b>(E)motion Message:</b> Appeal to an emotion (anger, fear, joy, empathy, surprise, grief, hope, etc).</li> </ul>	<p><b>KDG</b> (Know, Do, Go)</p> <p>Use to give upset people a greater sense of control.</p> <ul style="list-style-type: none"> <li><b>(K)now Message:</b> Share what is most important for people to know.</li> <li><b>(D)o Message:</b> Share what is most important for people to do.</li> <li><b>(G)o Message:</b> Share where people should go for credible information.</li> </ul>	
<p><b>P/R</b> (Primacy/Recency)</p> <p>Use when responding to any high stress or emotionally charged question.</p> <p><b>Recommendation:</b> Provide the most important items or points first and last.</p>	<p><b>FA</b> (False Allegation)</p> <p>Use when responding to a hostile question, false allegation, or criticism.</p> <p><b>Steps:</b></p> <ul style="list-style-type: none"> <li>Repeat/paraphrase question without repeating the negative; repeat underlying value or concern, or use more neutral language</li> <li>Indicate the issue is important</li> <li>Indicate what you have done, are doing, or will do to address the issue</li> </ul>	<p><b>27/9/3</b> (27 Words, 9 Seconds, 3 Messages)</p> <p>Use when responding to any high stress or emotionally charged question.</p> <p><b>Recommendation:</b> Be brief and concise in your first response; no more than 27 words, 9 seconds, 3 messages.</p>	<p><b>TBC</b> (Trust, Benefit, Control)</p> <p>Use when responding to questions or concerns indicating high perceived risks or outrage.</p> <ul style="list-style-type: none"> <li><b>(T)rust Message:</b> Listening to messages communicating listening, caring, or transparency.</li> <li><b>(B)enefit Message:</b> Messages communicating benefits to the individual, org, or society.</li> <li><b>(C)ontrol Message:</b> Messages that give people things to do or give them a sense of control.</li> </ul>	<p><b>KDD</b> (Know, Do, Do)</p> <p>Use to give upset people a greater sense of control.</p> <ul style="list-style-type: none"> <li><b>(K)now Message:</b> Share what is most important for people to know.</li> <li><b>(D)o Message:</b> Share what you are doing to address the concern.</li> <li><b>(D)o Message:</b> Share what people can do to address the concern.</li> </ul>	
<p><b>G/WI</b> (Guarantee/What If)</p> <p>Used when asked a "what if" question or to guarantee an event or outcome.</p> <p><b>Steps:</b></p> <ul style="list-style-type: none"> <li>Indicate that the question is about the future</li> <li>Indicate that the past and the present help predict the future</li> <li>Bridge to "what is": known facts, processes or actions</li> </ul>	<p><b>AGL-4</b> (Average Grade Level Minus Four)</p> <p>Use when responding to any high stress or emotionally charged question.</p> <p><b>Steps:</b> Provide information at four or more grade levels below the average grade level of the audience.</p>	<p><b>IN=3P</b> (One Negative Equals Three Positives)</p> <p>Use when breaking bad news or stating a negative.</p> <p><b>Recommendation:</b> Balance one bad news or negative message with at least three or more positive, constructive, or solution-oriented messages.</p>	<p><b>CAP</b> (Caring, Action, Perspective)</p> <p>Use to give upset people a greater sense of control.</p> <ul style="list-style-type: none"> <li><b>(C)aring Message:</b> Communicates listening, caring, empathy, and compassion.</li> <li><b>(A)ction Message:</b> Actions you are taking to address the concern.</li> <li><b>(P)erspective Message:</b> Helps put the concern in perspective.</li> </ul>	<p><b>VCD</b> (Voice, Choice, Do)</p> <p>Use to give upset people a greater sense of control.</p> <ul style="list-style-type: none"> <li><b>(V)oice Message:</b> Messages communicating listening, dialogue, or participation.</li> <li><b>(C)hoice Message:</b> Messages communicating options, alternatives, or available choices.</li> <li><b>(D)o Message:</b> Messages that give people things to do, increase feelings of hope, etc.</li> </ul>	
<p><b>AAF</b> (Acknowledge, Action, Follow-up)</p> <p><b>Steps:</b></p> <ul style="list-style-type: none"> <li><b>(A)cknowledge Uncertainty:</b> Identify knowledge gaps and challenges</li> <li><b>(A)ction:</b> State actions you have taken, are taking or will take to address the issue</li> <li><b>(F)ollow-up:</b> Provide information on where people can obtain timely and credible information</li> </ul>	<p><b>Y/N</b> (Yes/No Template)</p> <p>Use when asked a yes/no question that cannot be answered yes or no.</p> <p><b>Steps:</b></p> <ul style="list-style-type: none"> <li>Indicate you have been asked yes/no question</li> <li>Indicate it would be difficult to answer the question yes or no</li> <li>Indicate why it would be difficult to answer the question yes or no</li> <li>Respond to the underlying concern</li> </ul>	<p><b>KDK</b> (Know/Don't Know)</p> <p>Use when there is high uncertainty.</p> <p><b>Steps:</b></p> <ul style="list-style-type: none"> <li>State what you know</li> <li>State what you don't know</li> <li>State what you are doing to achieve greater certainty or knowledge</li> </ul>	<p><b>C/S</b> (Caring/Sharing)</p> <p>Use when responding to a question or statement containing incorrect information.</p> <ul style="list-style-type: none"> <li><b>(C)aring Message:</b> State what you and the person holding incorrect information have in common.</li> <li><b>(S)haring Message (1):</b> Invite person holding incorrect information to share their information w/ you.</li> <li><b>(S)haring Message (2):</b> Share the correct information again.</li> </ul>	<p><b>Reference</b></p> <div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  <p>INSTITUTE for HIGH CONCERN COMMUNICATION</p> </div> <div> <p>Dr. Vincent Covello, Director <a href="http://www.centerforriskcommunication.com">www.centerforriskcommunication.com</a></p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: center;">  <p>MAGA Design</p> </div> <div> <p>Maga Design, Visual Strategists <a href="http://www.magadesign.com">www.magadesign.com</a></p> </div> </div> <p style="text-align: right; font-size: small;">© 2014</p>	