

# How to Be Clear with People

(Without Being Harsh)



Andrea Petrone  
CEO Whisperer



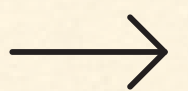
# 1. Lead with intention, not frustration

Speak from a desire to help, not a  
need to vent.

Energy matters.



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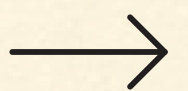
## 2. Get to the point, respectfully

Don't dance around the issue.

But don't swing a hammer either.



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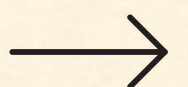


### 3. Focus on facts, not labels

“This report missed the deadline,” is clearer and kinder than “You’re unreliable.”



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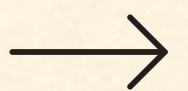


## 4. Use “I” statements, not **blame**

“I noticed...” or “I’m concerned...”  
keeps the dialogue open.



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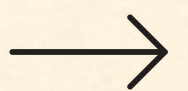
# 5. Pause and check understanding

Ask how your message landed.

Clarify if needed. Don't assume.



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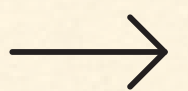


## 6. Balance challenge with support

Be firm in the standard, but show you're there to help them meet it.



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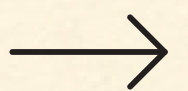
# 7. End with a forward focus

Clarity without next steps leads  
nowhere.

Show the way forward.



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