# Communication Successes and Failures Discussion

Think of a time when you saw the phrasing of a message make a real difference—for better or for worse. Perhaps a shrewd sales pitch left you with a gadget you never use, or a confusing email meant your boss was the only attendee at a crucial meeting. Perhaps a gentle performance review gave an employee time to bloom or a talented customer service agent’s empathy won over an angry customer.

Share the story. What did the message do right or wrong?

Pick an example where it’s the delivery that matters most, rather than the content itself. Wedding announcements and medical diagnoses both are memorable, but not normally because of the way the message was phrased.