

The 12 Bullshift Principles

Don't be vague

GET CLEAR

Don't have an opinion if you don't need one

PARK IT

Don't be defensive

BE CURIOUS

Don't get too emotionally invested

DETACH TO EXPLORE

Don't make excuses

TAKE RESPONSIBILITY

Don't express opinion as fact

EXPRESS OPINION AS OPINION

Don't pretend

BE AUTHENTIC

Don't mutter

SPEAK UP

Don't use sarcasm

SAY IT STRAIGHT OR DON'T SAY IT

Don't gossip

BE RESPECTFUL

Don't use corporate speak

USE MEANINGFUL WORDS

Don't compete

COLLABORATE



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