

# DO YOU NEED TO SHIFT THE BULL?

1. Don't compete  
**COLLABORATE**
2. Don't be defensive  
**BE CURIOUS**
3. Don't make excuses  
**TAKE RESPONSIBILITY**
4. Don't use corporate speak  
**USE REAL WORDS**
5. Don't have an opinion if you don't need one  
**STAY OPEN**
6. Don't Express Opinion as Fact  
**EXPRESS OPINION AS OPINION**
7. Don't get too emotionally invested  
**DETACH AND REFLECT**
8. Don't gossip  
**BE RESPECTFUL**
9. Don't pretend  
**BE AUTHENTIC**
10. Don't use sarcasm  
**SAY IT STRAIGHT  
or DON'T SAY IT**
11. Don't mutter  
**SPEAK UP**
12. Don't be vague  
**GET CLEAR**

