

# THE FEAR PROJECT

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### C-suite Communications Professional

*"Confronting your fear is healthy."*

*"Reflect on yourself and on what causes your anxiety and fear.  
Keep digging into yourself until you understand  
what the root of your fear is."*



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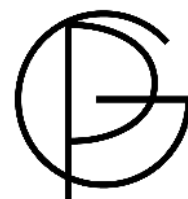
#### Going into a difficult discussion with your stakeholder:

- Build a good relationship with your stakeholders. In the beginning, start by asking what the top 3 challenges are for your stakeholder and identify how you can help them.
- Be very well prepared (e.g. documentation, talking points etc.)
- Depending on stakeholder, ask how they are doing. (Establish the right level of comfort with each stakeholder.)
- Reflect on successes/things that went well, as well as areas that could be improved or performed better.
- When sharing feedback, be specific. Do not generalize!
- Be empathetic.
- Be aware that the situation might be difficult and that emotions might arise.
- Don't let emotions get to you.
- Be neutral and supportive.
- Remember it is not about you, it is about supporting your stakeholder to be successful as well as the wider organization.

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#### What you can do now to face your fears:

- Build strong relationships by understanding your stakeholder's challenges and helping to address them.
- Show up prepared!
- Allow others to be emotional, but don't get emotional yourself. Stay calm and supportive.



[Watch the video](#)

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