



The Truth Doesn't Have to Hurt: How to Use Criticism to Strengthen Relationships, Improve Performance, and Promote Change

Deb Bright

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Nobody likes criticism. Handled poorly, it too often stings and breeds resentment—and most of us try to avoid it at all costs.

But criticism—crafted carefully and communicated skillfully—promotes trust and respect, motivates individuals, and serves as a catalyst for change. It has the ability to turbocharge workplaces and careers. If that sounds far-fetched, it's because few understand how to properly give and receive the kind of critical feedback that brings positive results. *The Truth Doesn't Have to Hurt* rejuvenates this powerful but neglected art form. Executives, managers, team leaders—anyone who needs to temper praise with a dose of reality—will learn to:

Deliver the truth and have it taken as helpful • Create an atmosphere of acceptance • Avoid mistakes that sabotage an exchange • Control how they receive criticism so they benefit—even if it's badly presented

Ignoring problems or always saying nice things will only maintain the status quo. This research-backed book delivers proven techniques and tools for motivating people and triggering improvement—swiftly and painlessly.



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