1.   **Take your time**
2.   **Understand the situation**
3.   **Don't avoid hard subjects**
4.   **Feelings before forms**
5.   **Checklists not scripts**
6.   **Confirm next steps**
7.   **Under promise, over deliver**
8.   **People can call again**
9.   **Take breaks**
10.   **Look after your team**