

OWN IT | EXPLAIN IT | PROMISE IT

THE FRAMEWORK CAN BE SUMMARIZED IN THREE STEPS:

OWN IT

- Acknowledge what has happened.
- Take responsibility and show accountability for your role in the situation.
- You may not need to apologize, but you do need to show you recognize the issue that has caused the crisis.

EXPLAIN IT

- Once you own it, you can detail what happened, the sequence of events, and how the issue came to be.
- Avoid the temptation to jump to this step first. If you do, people will assume you're trying to explain your way out of it.

PROMISE IT

- Finally, share your plans and your work to date on the issue.
- Describe what changes are being made.
- Be clear on what your stakeholders can expect from you going forward (including how you'll rectify the situation).
- Don't make a promise you can't keep.