

## Chapter 7: Don't Sugarcoat It

### Opening Remarks:

Ladies and gentlemen, I want to thank all of you for being here. There are some very important decisions we need to make as to how we are going to limit the damage that is being caused to the company. I see no reason for me to **sugarcoat** anything. If we want to **stem the tide**, we need to disclose everything to our stockholders, customers, and business partners. We received word this morning that the problem with the products started in our factory. We have to be completely **transparent** going forward. By doing so, we will show that we are cooperating in good faith and trying to get to the **root of the problem**. If we all **chip in**, this will all **blow over** in a few months, and we'll be able to get back to business as usual. I am confident we will survive this. If anybody has anything they would like to add, please go ahead.

Jim: If I may, I would like to **add my two cents**...

## Breakdown

A) Sugarcoat: This means that somebody is trying to make something negative sound positive.

1) He is trying to **sugarcoat** the fact that the product didn't sell as well as we expected it to. Does he think the stockholders are stupid?

2) I'm not going to **sugarcoat** what I have to say. We need to save some money with the economy being as bad as it currently is.

B) Stem the Tide: This means to try to change or stop something from continuing to head (go) in a negative direction.

1) The company continues to get bad press daily, and this has made it difficult for us to **stem the tide**. We must find a way to change things around. If we don't do it soon, it may be impossible for us to survive.

2) It seems that our engineers have been able to **stem the tide** of system failures that have been affecting our clients for the past two days. It looks like we have found the cause of the problem, and we hope to have a solution soon.

C) Transparent: If a company, business, or government is transparent it is open, honest, and straight.

1) In order to avoid this economic trouble in the future, we need to be more **transparent** with our financial records.

2) I understand that the previous management was not **transparent** in the way it conducted business dealings. I can assure you that we will.

D) Root of The Problem: This means the main cause of the problem.

1) How long do you think it will be before we **get to the root of the problem**. I hope it is sooner than later.

2) We were able to limit the damage because we **got to the root of the problem** in a timely manner.

E) Chip In: This is when individuals contribute to a cause so that the group can succeed.

1) We got six people on the team and twenty-four hours to get this campaign exactly as our client wants it. If we all **chip in** and focus on what we need to do, it will get done.

2) The gift for Rob costs 600 dollars. Each of us has to **chip in** 100 dollars.

3) Don't ask him. He is too cheap to **chip in** anything.

F) Blows over: This phrasal verb is used when a scandal or bad publicity is forgotten.

1) I hope that this scandal **blows over** in the next few weeks. If it doesn't it might affect the release of our new product.

2) If you stay out of the media spotlight, I am sure this whole thing will **blow over** in the next few weeks.

3) I thought this would have **blown over** by now. We need to be patient a bit longer.