

Communication 5Cs

<p>1. Conversational</p> <p>Today, if you are sending something in writing, it's usually replacing a face-to-face opportunity. Whether you are writing an email, memo, business report, blog, status update, or tweet, ensure that the reader hears your voice and feels they are being talked with versus talked at.</p> <ul style="list-style-type: none"> - Don't use language you wouldn't use in face-to-face conversation or presentation - Ask the recipient questions - Keep it friendly and respectful - Use personal examples - Talk about issues that you are knowledgeable about
<p>2. Clear</p> <p>It's important to use language that is clear. This is not about showing people how intelligent you are but about helping your audience understand and respond appropriately. Remember that some of the world's most inspiring speeches were spoken by highly educated speakers using everyday language.</p> <ul style="list-style-type: none"> - If a short word does the job, use it - Use active versus passive language - Break information into bite-sized pieces using appropriate headings, sub-headings, bullets, and indentations - Limit the use of jargon, acronyms and abbreviations - if used, make sure you explain them the first time
<p>3. Concise</p> <p>How can you say what you want to say in the fewest words possible? People are short on time so they appreciate those who communicate effectively and efficiently.</p> <ul style="list-style-type: none"> - Edit your work - Avoid repetition - Avoid run-on sentences. Try to limit to one thought per sentence.
<p>4. Connected</p> <p>Your writing should flow and feel connected. It shouldn't seem like a series of random thoughts.</p> <ul style="list-style-type: none"> - Have a clear topic - Ensure the reader can transition effortlessly from one point to the next.
<p>5. Correct</p> <p>Allow your reader to focus on your content versus your spelling and grammar.</p> <ul style="list-style-type: none"> - Provide enough time to edit your work. - Spellcheck is great but ensure that autocorrect hasn't changed your word to one that doesn't make sense. - For larger, more permanent projects, have someone else review your work - Read your work from your audience's point of view. Is there anything they may misunderstand?