

THE 4 Cs to EFFECTIVE COMMUNICATION

THE KEY TO MOTIVATE OTHERS AND GENERATE SUCCESS

Effective communication is the key to success. Whether you're a CEO addressing your board or a student trying to hail a cab, effective communication is the fulcrum for the task. Yet, communication breakdowns seem to wield monstrous powers. They can, and do, topple the bridges that lead to success.

But if you can remember one simple outline—the four C's of communication—you will hold a great advantage in all interactions. Regardless of your position, objective, or challenge, always be:

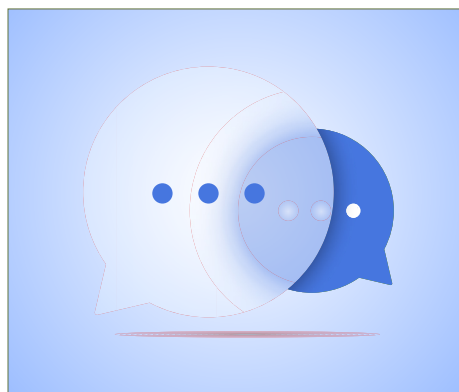
1. Concise
2. Clear
3. Compelling
4. Consistent

BE CONCISE

In a 140-character culture, the art of being concise is essential for effective communication. Headline-driven communication is the norm and discounting it results in your message being ignored. Verbosity loses; few words win, especially if most of those words are strong nouns and verbs. Choose words for their precision, power, and imagery. You only have 5 seconds to gain attention. Use each one wisely.

BE CLEAR

People who want to be taken seriously will always “be clear before cute.” And, if you combine being concise and being clear, that is where the steak starts to sizzle. That's how you break through the gigabytes of daily informational noise! Help your collaborators, coworkers, and others know your message clearly. Don't require them to work with a decoder ring to figure it out.



BE COMPELLING

Communication should move, soar, and inspire. Do you want to break gridlock? See beyond an impasse? Change your culture and mindset? Your communication must, above all else, be compelling. Speak in narrative structures—persuade, grip, and captivate—and your audience cannot ignore or miss your message.

BE CONSISTENT

We give up on consistent communication because we know our material so well. But, others don't! They haven't spent the time thinking through and prototyping the message like we have. They need consistent, even repeated, knowledge. They crave it! Consistent communication weaves your message into the fabric of their narrative. Work diligently on your message and then communicate it regularly, reliably, and dependably.

I know that some dispute the four Cs. I've heard the objections: “You can't be concise and clear! I need more words to be clear,” “You can't be clear and compelling. I need cute phrases to compel my audience,” or “People don't want to hear the same thing over and over.” Nonsense. The truth is we need all four to develop effective communication. They are allies. The power is in combining them.

Would you like to find the best way to combine the 4 C's so you can quickly achieve excellent, even magical, communication? In my 30-plus years in the messaging market, I've developed a proven process called Narratology™ that will lead you and your team to greater success. Contact me today at josephrmyers.com or joseph@josephrmyers.com.