

★ 8 Cs of Good Communication ★

Characteristic	Description
CLEAR	Be specific; use data and visuals to convey key messages
CONCISE	Articulate key messages with brevity and simplicity; only use words that are meaningful and relevant to your audience
CORRECT	Use the right message at the right time
CREDIBLE	Relay information that is accurate and applicable
CONFIDENT	Focus on the relevant and positive aspects that excite and inspire others
CONSIDERATE	Be thoughtful, sincere, appreciative; demonstrate empathy and understanding
COLLABORATIVE	Get to know the needs, concerns and ideas of your audience so that you can personalize your messages
COMPLETE	Communicate all key points and leave little to no room for doubts, confusion, or unwanted questions