



THEO
KAPODISTRIAS

CRAFT MESSAGES THAT MATTER

THE 5 'C' METHODOLOGY

CLARITY



Clarity and context are the critical starting point. You need to have clarity regarding who is your audience. As a professional, you need to understand the goal of the interaction and the intended outcome.

Ask yourself:

- Do you have clarity around who your audience is?
- Do you know their level of knowledge?
- Do you have enough context to be as useful as you can be?
- Are you clear on the goal to be achieved through the communication?

CONCISE

Information is important as it helps someone move to action or to make a decision. Saying too much though can be confusing. You need to share your message in a simple and clear way.

Ask yourself:

- What is essential for someone to know?
- Is this easy to understand?
- Would you get bored reading/listening to it?
- Based on what you know about your audience, will this hit the mark?



CREATIVITY

If you want people to listen, you need to deliver a message in a way your audience wants to receive it. Whether it's a presentation, an email or speaking at a board meeting, you want your information and your message to be presented in a way which is exciting, relevant, and engaging.

How many times have you sat in a presentation with a white background with notes in Times New Roman font?

Ask yourself:

- Think about the format you are presenting your information
- Does your communication make you fall into a coma or is it engaging?
- Is it different? Can you present this information in a new way?
- Is what you are communicating designed for the audience who need to hear your message?



CONFIDENCE

Confidence is paramount both in your voice and through text. A strong voice will propel your message forward. Using appropriate tones and speaking comfortably on something you understand well ensures you

Ask yourself:

- Am I comfortable with this topic to be communicating about it?
- Am I using the right language to ensure I sound like the authority I am?
- Am I using an active voice rather than a passive voice to present this information?



CONNECTION

We develop strong connections with others through our communication. This is a culmination of demonstrating you understand who you are talking to and their concerns, building trust, and communicating in a way that others understand.

We need to use our communication to build connection and speak and write in an effective way that builds relationships rather than ruins them.

Ask yourself:

- How will someone react to hearing or reading your message?
- Is anything condescending, or could be considered negative?
- From your communication, will it help build a connection and trust?



WWW.THEOKAP.COM.AU

HELLO@THEOKAP.COM.AU