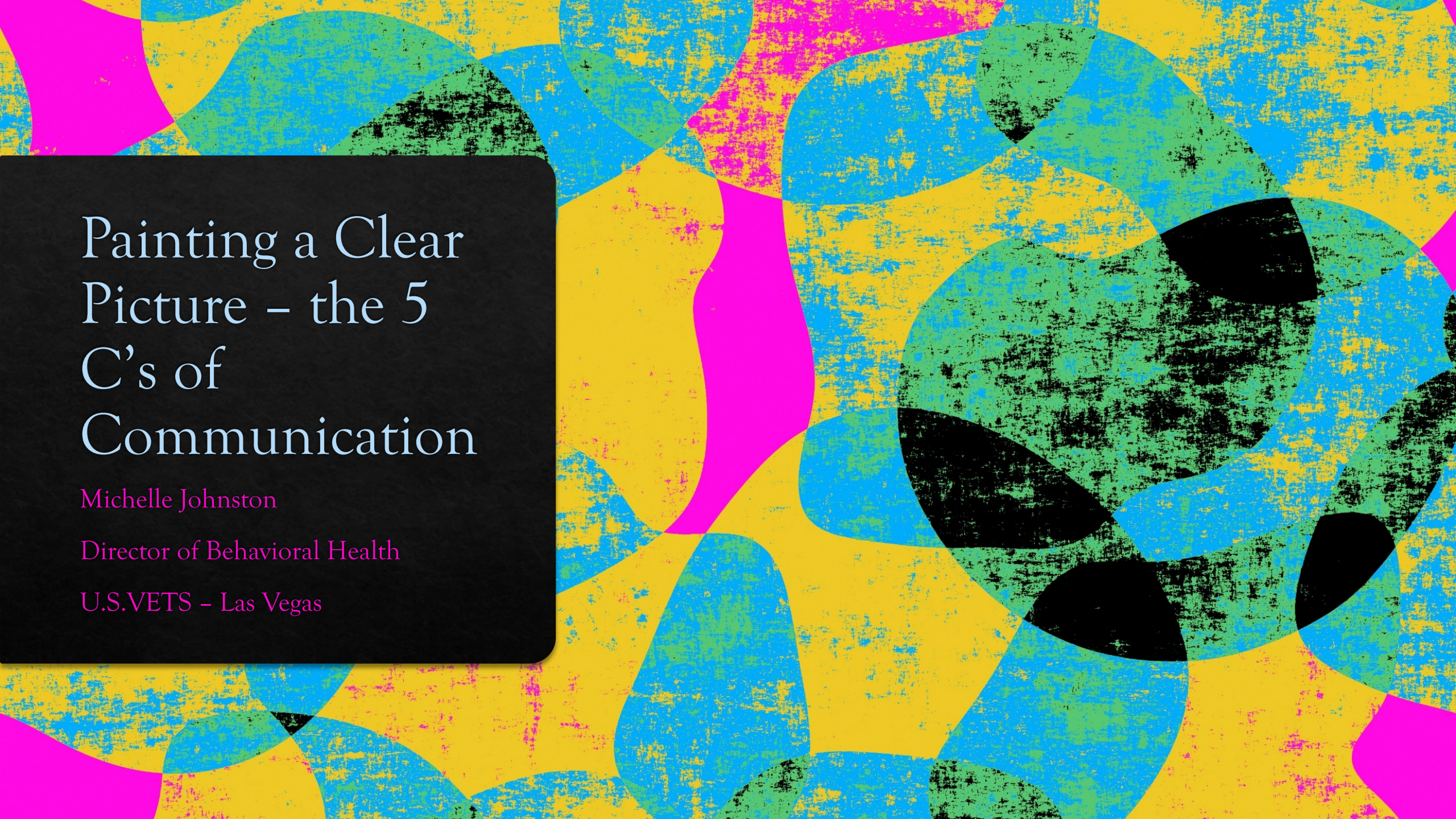




# Painting a Clear Picture – the 5 C's of Communication

Michelle Johnston

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# Art Class Assignment

Create a picture of your job. You  
have 2 minutes.



# Art Class Assignment

- ◆ How confident are you that you completed the assignment the way I wanted it done?
- ◆ Why or why not?
- ◆ Set it aside – we'll come back to it later



# Getting Others to “Get It”

They don't  
know what they  
don't know

They haven't  
mastered mind-  
reading

They don't feel  
safe asking  
questions

## The 5 C's of Communication

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Color

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Context

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Connective Tissue

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Cost

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Consequence

# Color

- ◇ Paint the full picture
  - ◇ Set a clear intention
  - ◇ Assign a level of importance
  - ◇ Answer, “What does ‘done’ look like?”

# Art Class Assignment

## ◇ Color

- ◇ Intention: Think about job from perspective of what you do, rather than job title
- ◇ Importance: Moderate importance to illustrate the concepts today
- ◇ Paint 'done': Using any app or tool that can be shared in the chat, create a pictural representation of your job responsibilities. You can draw, use shapes, color, online photos or word art.



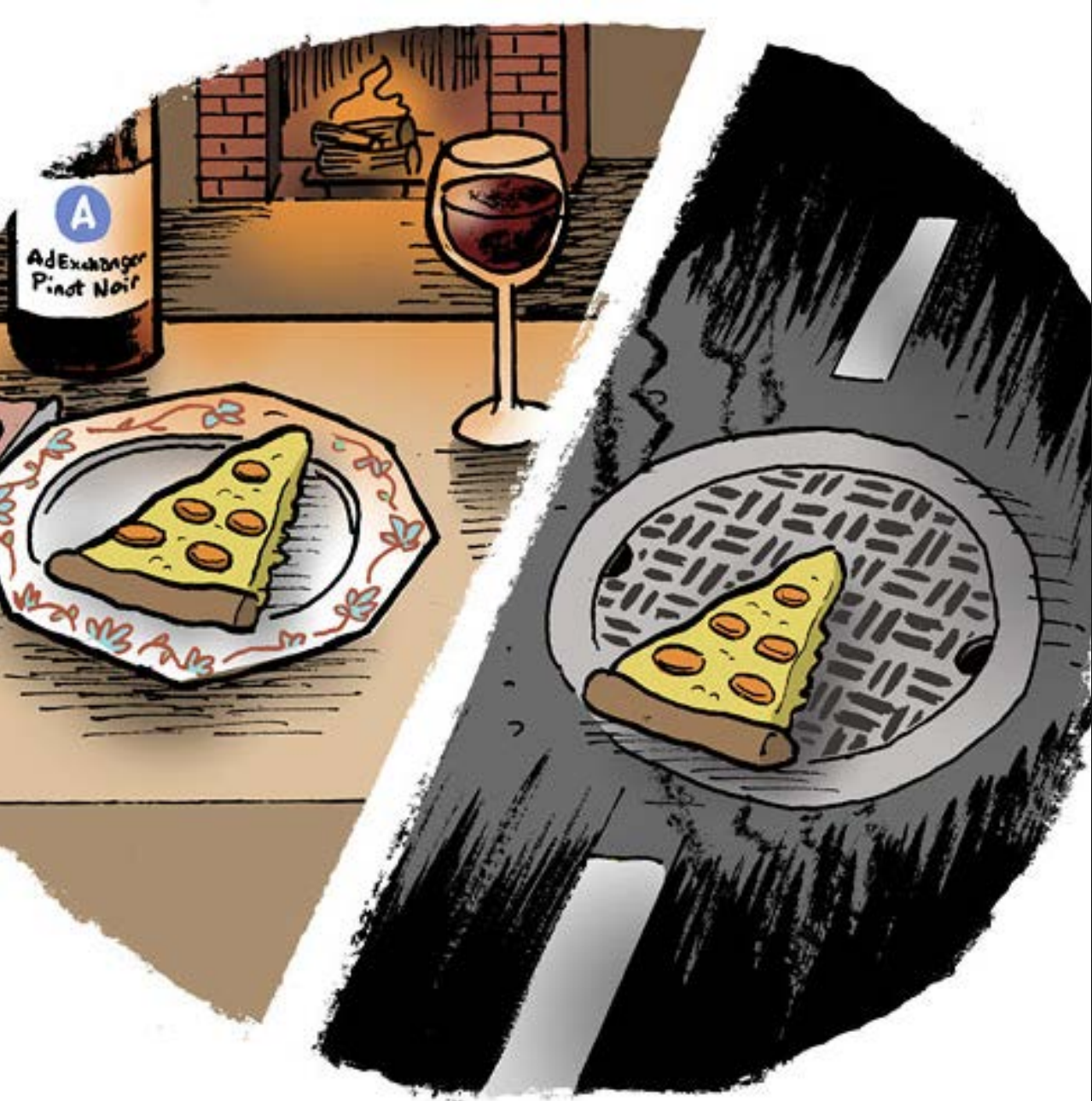
Think of a time  
you were asked to  
do something but  
not given enough  
“color.” What  
were the results?

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# Color

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# Context



## Context Matters

# Context

- ◆ Share the impact of this decision or assignment
- ◆ Why is it important?
- ◆ Who will it help?
- ◆ Where and when should it be done?

# Art Class Assignment

## ◆ Context

- ◆ Impact: By doing the assignment before and after learning the 5 C's, the concepts will be reinforced.
- ◆ Why? Thinking in pictures awakens another part of our brain and aids in memory.
- ◆ Who, Where and When? At the end of the presentation, there will be time to do it again, using any app at your disposal so that you may share with the group if you desire.



What are some of  
the benefits of  
context you've  
experienced?

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Color

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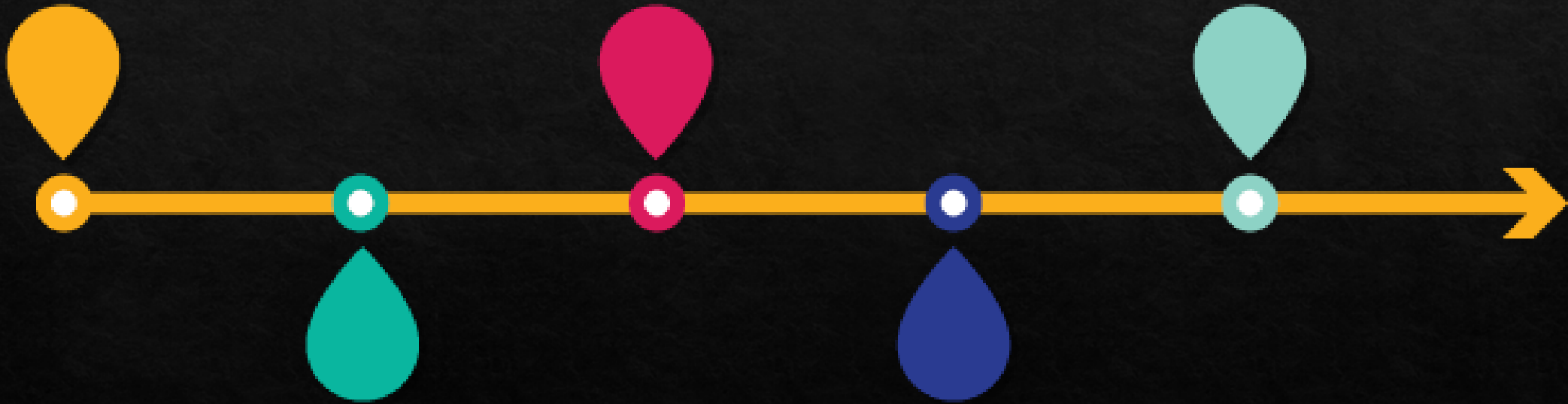
Context

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Connective Tissue

# Connective Tissue

- ◇ How does this task/decision solve or amplify what's already happened or what's happening now?
- ◇ How does it lay the groundwork for the vision of the future?



# Art Class Assignment

## ◆ Connective Tissue

- ◆ Past: Communication has been unclear, and employees got frustrated with each other
- ◆ Present: Practicing communication through an assignment with little consequence
- ◆ Future: When you must communicate a task, request or decision to another person, this activity will help you remember the 5 C's.



How can using  
Connective  
Tissue help guide  
decision making  
and strategic  
thinking?

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Color

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Context

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Connective Tissue

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Cost

# Cost



MONEY



TIME



CAPACITY



RISK



PRIORITY  
LEVEL

# Art Class Assignment

## ◆ Cost

◆ Money: Free

◆ Time: 1-3 minutes

◆ Capacity: Offering time during presentation

◆ Risk: Insecurity, pride

◆ Priority level: Medium



Does the  
recipient of the  
message know  
what they will  
have to say “no”  
to in order to say  
“yes” to this?

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Color

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Context

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Connective Tissue

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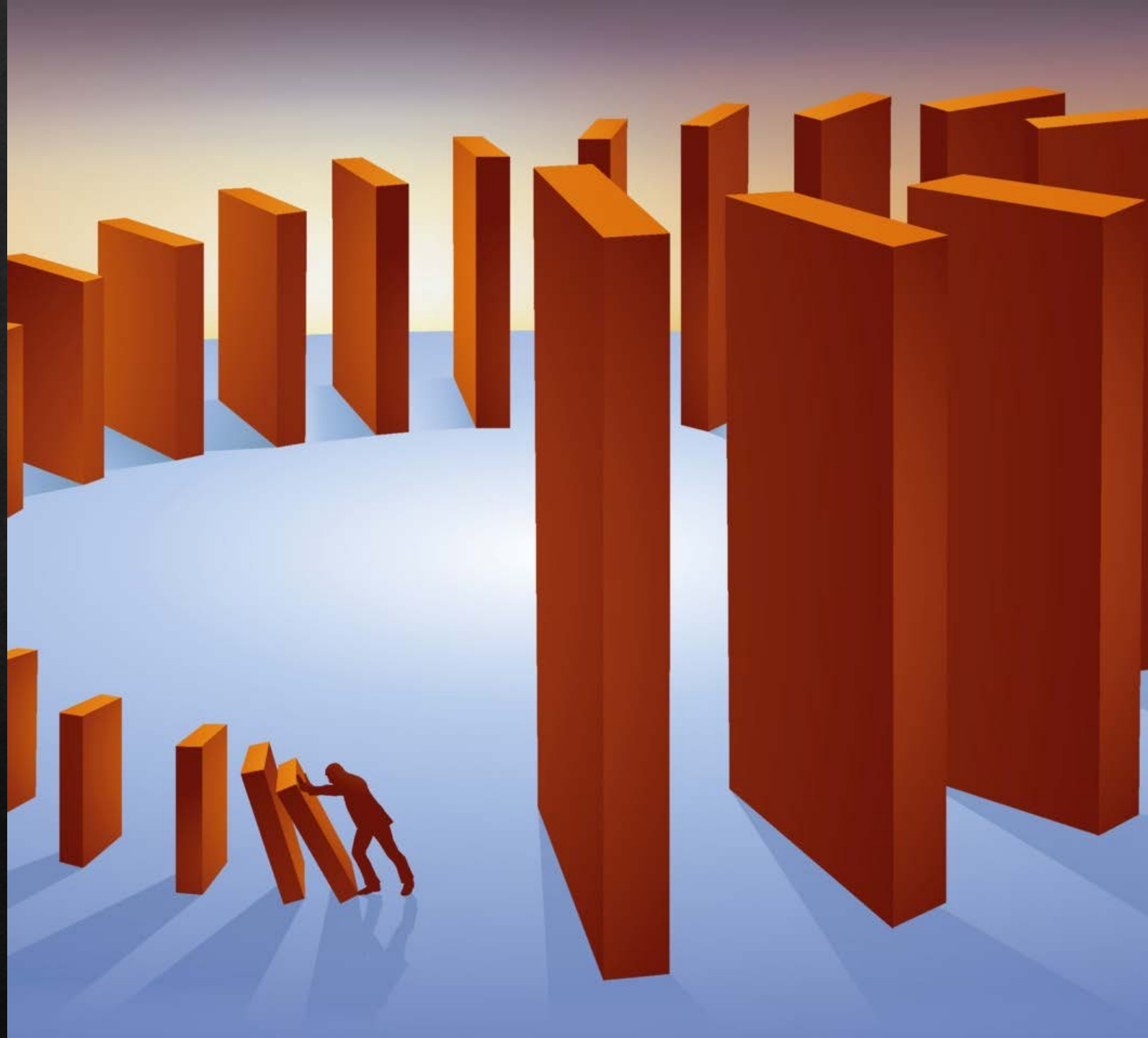
Cost

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Consequence

# Consequence

- ◆ Not doing it
- ◆ What is at stake?
- ◆ Getting it wrong
- ◆ Unintended consequences to anticipate and problem-solve



# Art Class Assignment

- ◆ Consequence
  - ◆ Not doing it: Miss out on the opportunity to reinforce the concepts
  - ◆ What's at stake? Better understanding of one another's duties and 5 C's
  - ◆ Getting it wrong: Totally fine
  - ◆ Unintended consequences: embarrassment
    - ◆ Sharing is optional



How comfortable  
are you sharing  
the consequence?  
On following  
through?

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Color

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Context

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Connective Tissue

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Cost

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Consequence

# Art Class Assignment

Create a picture of your job on any app available to you, using drawings, online pictures, shapes, word art or anything else creative.

You will have 2 minutes for this assignment, and sharing is optional.

When you are done, you may choose to share your image in the chat.



# Art Class Assignment

Compare your two assignments and the communication.

What gets in the way of providing the 5 C's?

What gets in your way of asking for the 5 C's when they would increase your ability to deliver?



Clear is kind.  
Unclear is  
unkind.

*Sometimes speaking the truth feels like we are being unkind, especially when sharing difficult information or feedback. But in reality, dancing around the truth is unkind. When we avoid stating the truth – when we are vague or ambiguous under the guise of being kind – it is often because we are trying to lessen the discomfort for ourselves, not for the other person.*

*~ Brené Brown, Dare to Lead*