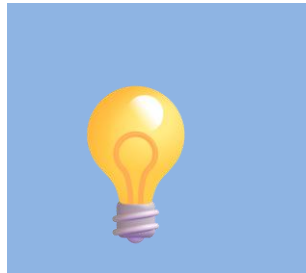


# Mastering the 7 Cs of Communication

# Clarity

- Clear, unambiguous messaging is key to being understood.
- *Example: Use simple words: instead of 'utilize', say 'use'.*
- *Never. Use jargon*



# PARAGRAPH LENGTH AND WORD LENGTH

## AVERAGE SENTENCE LENGTH

## READABILITY

 8 words or less	—————▶	Very easy to read
 11 words	—————▶	Easy to read
 14 words	—————▶	Fairly easy to read
 17 words	—————▶	Standard
 21 words	—————▶	Fairly difficult to read
 25 words	—————▶	Difficult to read
 29 words or more	—————▶	Very difficult to read

Source: GANNET

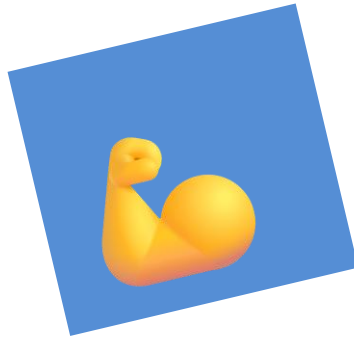
# Connectivity

- Build emotional and human connection with your audience.
- *Example: Start with a personal story to hook the audience.*



# Confidence

- Confidence in delivery helps build trust and authority.
- *Example: Maintain eye contact and stand upright.*



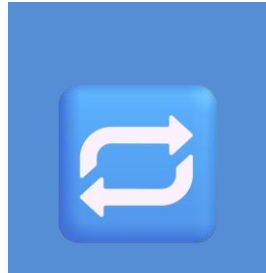
# Comprehensiveness

- Cover all necessary aspects of the topic.
- *Example: Include background, data, and implications.*



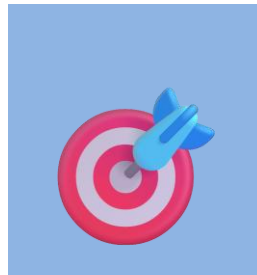
# Consistency

- Use a steady tone, language, and style across messages.
- *Example: Stick to the same terminology throughout.*



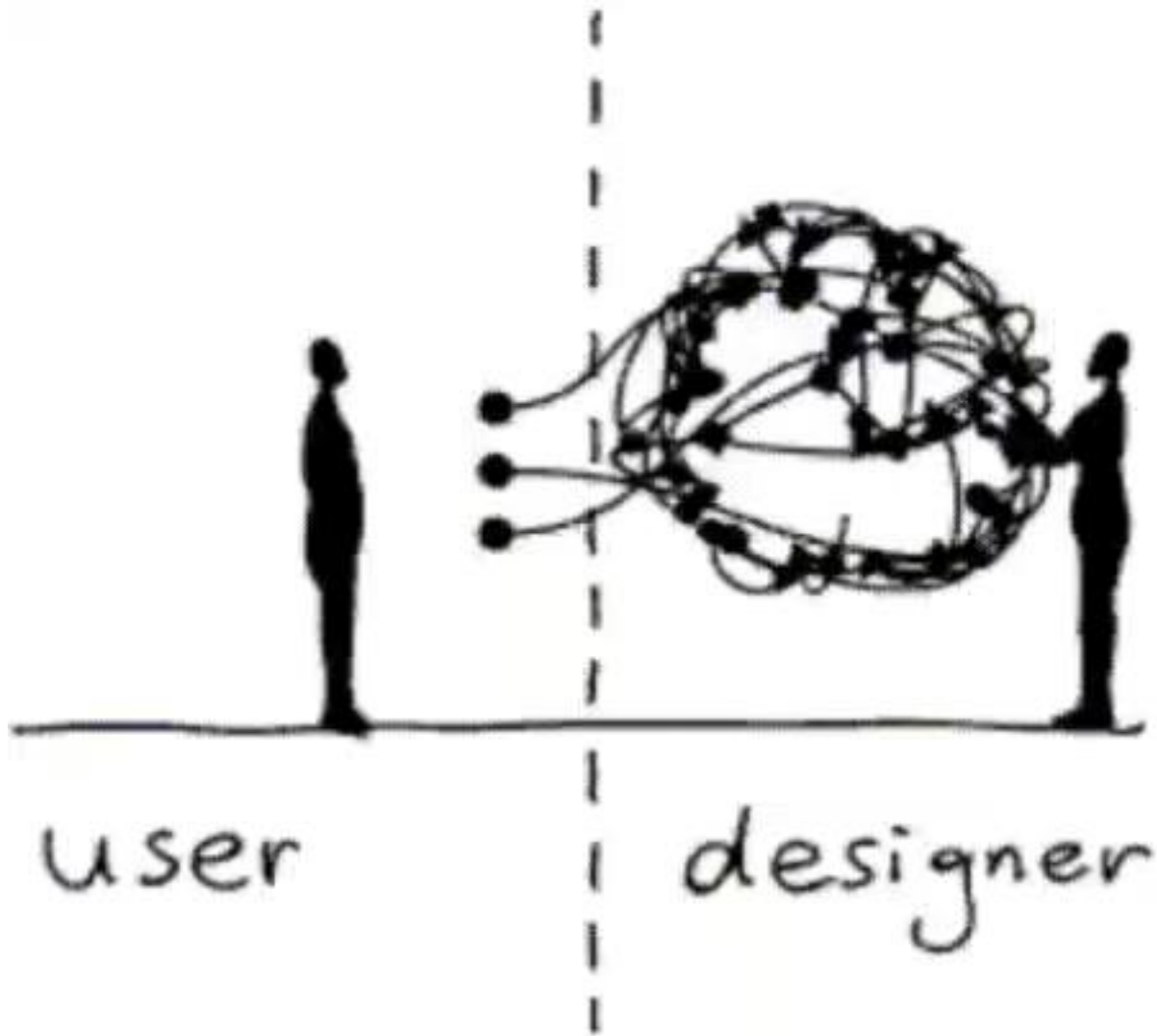
# Convincing & Creativity

- Use logic, emotion, and creative methods to persuade.
- *Example: Use visuals and analogies to persuade and engage.*





# Simplify



Thank  
You

