Lesson 1: Other Cs to Consider

We often talk about the 7Cs of Communication as though they are set in stone, and all we need to consider. Or at least paramount to consider.

I like this article, called "**The Seven Cs of Communication** (https://edexec.co.uk/the-seven-cs-of-communication/#:~:text=According%20to%20the%20seven%20Cs,%2C%20coherent%2C%20complete%20and%20courteous.)** ", in part because it provides a nice summary of all 7 aspects of the model. I also find it useful because it adds 2 additional Cs, **Credible** and **Creative**.

Those 2 Cs are important for at least two reasons: first, they remind us that all models inherently have limitations.

In that spirit, I would add 2 additional Cs: **Cultural Relevance** and **Context**. I don't know that they're completely separate concepts. But they encourage us to challenge the model. If, for example, we say that we value **Concise** messages, we make cultural assumptions. One of the best speeches I've ever heard was by a colleague who is a member of the Stockbridge Munsee Mohican community in eastern Wisconsin. It was long, very long. It was not concise, but culturally relevant, and appropriate to context. Had it been concise, it wouldn't have been as impactful.

This example raises a third important point about the model: what do you do when the values expressed by one of the "C"s is in conflict with the values implicit in another "C"? As the writer or speaker, you'll have difficult but important choices to make.

In the context of effective communication, **Credible**, **Creative**, **Cultural Relevance**, and **Context** are all important. They also should remind us that the tools we are learning will only go so far in helping us communicate well. We still have some big decisions to make in how we craft messages that are impactful in the context in which they are delivered.