

**Global Summit of Women 2011:
Bridging Solutions to the 21st Century**



***Communicating Effectively in the Workplace:
The 5 C's of Communicating***

Celina B. Realuyo

Assistant Professor

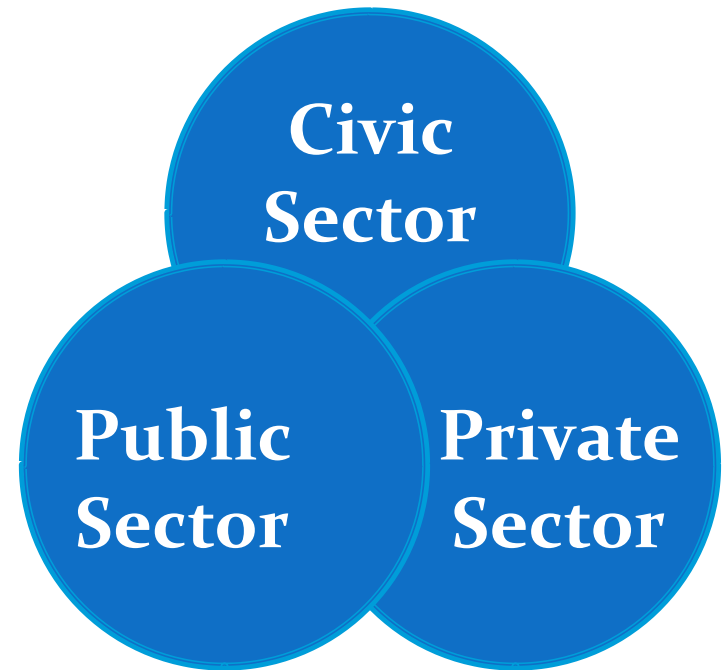
Center for Hemispheric Defense Studies, U.S. National Defense University

President, CBR Global Advisors, LLC

Five Key Leadership Qualities



1. Vision
2. Intelligence
3. Empathy
4. Organizational ability
5. *Communications*



Leading from the Middle to Climb the Corporate Ladder



Who Do You Work For?

N

Your Stakeholders

W

YOU

E

Your Colleagues

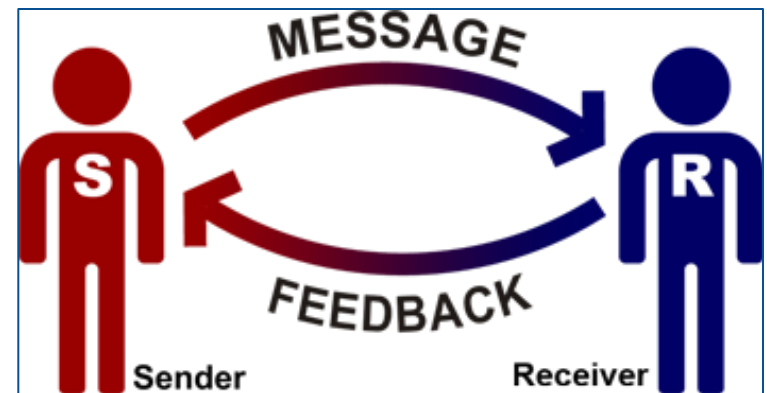
S

Who Works For You?

The 5 C's of Communicating



1. **Content**
2. **Context**
3. **Confidence**
4. **Clarity**
5. **Closing**



The 5 C's of Communicating



CONTENT

1. Content
2. Context
3. Confidence
4. Clarity
5. Closing

- ❑ Decide on your message
- ❑ Prioritize the points to convey
- ❑ Research your message
- ❑ Use facts - “information is power”



The 5 C's of Communicating



CONTEXT

1. Content
2. Context
3. Confidence
4. Clarity
5. Closing

- ❑ Choose when/where to deliver your message?
- ❑ Decide how to convey(write or speak) message?
- ❑ Determine who will be your audience?
- ❑ Settle on how will you present - from podium, seated at table, town hall?



The 5 C's of Communicating



CONFIDENCE

1. Content
2. Context
3. Confidence
4. Clarity
5. Closing

- ❑ Show conviction to your message
- ❑ Rehearse your message
- ❑ Anticipate/prepare for counterarguments
- ❑ Maintain composure at all times



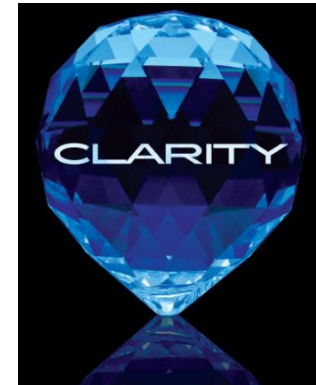
The 5 C's of Communicating



CLARITY

1. Content
2. Context
3. Confidence
4. Clarity
5. Closing

- ❑ Keep it simple (KISS)
- ❑ Focus your message
- ❑ Use action-oriented language
- ❑ Avoid information overload



Source: Celina B. Realuyo

The 5 C's of Communicating



CLOSING

1. Content
2. Context
3. Confidence
4. Clarity
5. Closing

- ❑ Recap your argument
- ❑ Repeat your key points
- ❑ Persuade audience of your argument
- ❑ Leave audience with a clear message
“If you remember only one thing...”

Frank Luntz, WIN



Source: Celina B. Realuyo

The 5 C's of Communicating

Concluding Thoughts



- ❑ **Communicating Well = Key Leadership Skill**
- ❑ **Communicating with your leaders, followers, and stakeholders is critical to succeed**
- ❑ **The 5 C's (Content, Context, Confidence, Clarity, Closing) can make you a more effective communicator**

