



THE 7C METHOD

**FOR CONFIDENTLY  
COMMUNICATING  
WITH IMPACT**

**Communicate more powerfully with  
everyone, everywhere, every time.**



## THE 7C METHOD

The best leaders are great communicators. They know how to clearly present their ideas and initiatives to motivate and inspire their teams and businesses. They present a vision that others can rally around, and are clear about priorities. If priorities change, a good leader communicates that to the rest of the team, and lets them know in advance. When business is complex, it's hard to overstate the importance of clear communication on a frequent basis.

Effective communicators often use the “7 Cs of Communication” as guidelines when planning their messages, meetings and emails. Simple, clear and easy to understand communications are the most impactful. Communication is about our relationships with others, and building those relationships to create trust and respect. Every interaction we have—whether with colleagues, customers or our superiors—can be improved by keeping the 7C Method in mind.

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### CREDIBLE

#### **Be transparent in your communications.**

Building trust with your audience counts... especially in business. Once you've lost someone's trust, it can be difficult to rebuild it. Credibility is the quality of being convincing or believable. People need to know that you back up what you say or write, and often it's not enough to just “be” convincing—your information needs to be rock solid.

As a long-time news anchor and reporter, I know that credibility is something that's crucial to success. Be truthful to retain your credibility. We've seen what happens to network news anchors when they misrepresent the facts around their coverage of a story. They first lose credibility, and then their position. It's the same in business. Check your facts, and check them again if necessary. Having more than one source for information also helps with credibility. You won't be susceptible to only one person's viewpoint or perspective.

2

### CONCISE

#### **Don't bury the lead.**

We're all busy. Brevity matters. People don't have a lot of time for lengthy emails that don't get to the point until the third paragraph. Put the most important information first in the conversation, or at the top of your presentation.

That goes for meetings, too. Keep comments on track and share pertinent information. Don't lose someone's attention with a story that isn't relevant to the conversation, or veers off on a tangent that's not related to the meeting topic. Keep it short, relevant, and to the point! Be concise.

3

### CLEAR

#### **Be clear in your communications.**

Make it easy to understand. As one of my journalism professors used to say, “Don't use a quarter word when a nickel word will do.” If it's an email, you're writing for clarity—not to let everyone know how smart you are. A clear message helps comprehension. If you are clear in your communication, your audience will appreciate it, will more quickly grasp the information, and are more likely to take the action you're asking them to take.

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## CORRECT

### **Make sure your information is correct.**

There's nothing worse than sharing the wrong information and having to go back and correct it. You'll lose credibility. Keep communications as accurate as possible. If you aren't sure about the facts that you're sharing, do the research and confirm the information. Give attribution if needed. And if someone asks you a question to which you don't know the answer, don't "hedge" and give partially correct information. Let them know you are working to find out the answer and will get back to them by a specified date or time.

5

## COURTEOUS

### **Being courteous helps build better relationships.**

Think about the tone you are using—either in spoken or written communications. A lot of times, "tone" can be lost in email, so make sure to re-read messages to ensure they're received in the spirit you intend. Tone is also important when speaking. How is the tone of voice you're using coming across? Sarcasm can easily be misinterpreted. Anger and yelling aren't helpful.

Be courteous in your communications, and treat others the way you would like to be treated. Being courteous means showing respect for your audience or the person on the receiving end of your communication.

One of the most useful phrases I've found when there are points of contention or conflict, is "help me understand." Using this phrase with a tone of genuine curiosity can help disarm aggressive disagreements, and bring the conversation back on track in a courteous manner. Listen to truly understand the other person's view, and accept that differences of opinion do exist.

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## CONCRETE

### **Concrete messages or presentations are specific.**

They may use facts and figures to back up a specific point. Concrete communications aren't vague, but detailed, and help build confidence in the message. Use the Rule of 3—using three key points to back up your primary message. Tests have shown our brains remember things more easily in groups of three. Using three key points can help you keep on track, and develop a concrete message that's easy to understand.

For example, the title of the book Eat, Pray, Love by Elizabeth Gilbert. Easy to remember. Thomas Jefferson and the rights in the U.S. Declaration of Independence: life, liberty and the pursuit of happiness. Or even the motto of the Olympic Games: swifter, higher, stronger.

Using concrete messages and the Rule of 3 will give your communications more impact, and make them easier for your audience to remember.



## CALL TO ACTION

**Let your audience know what you want them to do.**

At the end of a presentation or talk, let people know what they can do with the information you've just presented. 'Call to action' is a marketing term used to let people know what you want them to do. Is it vote on an initiative? Call their lawmaker? Move forward with a purchase? Share via social media? Be clear about your expectation for them to take action.

If it's a written communication, such as an email, let them know when you need a response, or when you will follow up with them. Are you using voting buttons in your email? That's a clear course of action. Or maybe it's sharing a link with the reader to join a group or sign up for a newsletter. Having a call to action at the end of your communication sets the expectation for the action, and people are more likely to respond if they have a clear course of action to take.

**By following the 7 C's of Communication—the 7C Method—you ensure that your messages—spoken or written—are well-received by those with which you are communicating in the most straight-forward, effective means possible. And that helps your messages be more persuasive, influential and actionable—the reason you are communicating in the first place.**

*Communication is about our relationships with others, and building those relationships to create trust and respect.*

MARGO MYERS



Hi!

My name is Margo Myers, and I'm a certified executive coach who loves helping people communicate more powerfully with everyone, everywhere, every time - whether it's through more effective communication, presentation skills, media training, or non-verbal communication and body language. My background is in TV news as an award-winning anchor and reporter.

According to an industry survey of 400 Human Resource and recruiting professionals, 63% of them say if two job candidates have equal qualifications, the person with the better 'oral communication skills' gets the job. And when it comes to being promoted, having an executive presence counts for 26% in the overall measure of who moves up the corporate ladder.

If you're a CEO, senior-level manager or director who needs to be the most effective communicator you can be to drive your success, let's talk. Companies such as Amazon, Zillow, Safeway, and others bring me in to conduct workshops for their teams.

**My clients gain promotions, increase their confidence and career satisfaction, and find better work/life balance!**

If you're interested in learning more about my group online coaching courses, Accelerate Your Career Success or Communicate With Confidence - for you or for your team, please email me directly.

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*I look forward to hearing from you!*

Helping high achievers and high performers  
find clarity, play to your strengths, and  
prioritize what's important.

EXECUTIVE COACHING • MEDIA TRAINING • WORKSHOPS • SPEAKING

Are you tired of feeling stressed,  
overwhelmed, or burned out? I've  
been there, and I can help.

# LET'S TALK

Schedule a free consultation with Margo  
to figure out where you're headed and  
how to get what you need.

**BOOK YOUR FREE CONSULT**

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