



# Harness the Power of the 4 Cs to Supercharge Conversations with Employees, Clients, and the Media

Communication is always a challenge, especially when you need to convey difficult messages or ask for compliance. And as we know, [70 to 93 percent of communication is non-verbal](#). That's a lot to keep in mind when you're trying to deliver your message.

At M&C Communications, we help clients learn how to move their message to create results: change, compliance, action, whatever the goal may be. We teach clients to harness the power of the 4 Cs to help keep their communications on track.

## Clear

Remember that old adage: "Keep it simple, stupid"? It still holds! Keep your sentences short. Stick to one thought per sentence. Look for the most straightforward and direct way to explain things. Don't promise things you can't deliver and be honest when the requirements you're sharing might have changed due to new information.

In today's day and age, it might look something like this: "Every day we are learning more about how COVID-19 spreads from one person to another. Right now, the CDC says the best way to prevent the spread is to wear masks and keep a 6-foot distance from people outside our household. Based on this expert guidance, we will require mask-wearing and reconfigure desks in the office to allow for social distancing. We appreciate your help to do everything we can to keep employees and clients safe in our office."

## Compassionate

A key component of good communication is empathy. Put yourself in someone else's shoes and think about how he or she might receive the message you're sending. People are much more likely to listen to your request when you acknowledge their thoughts and feelings first.

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As communications surrounding COVID-19 become more politicized, compassionate communication might look like this: “We know that many people are very concerned about their health or the health of their loved ones they live with due to COVID-19. At the same time, we know many people are bothered by wearing a mask or may not be able to due to a medical condition. If you have a special need or request around wearing a mask, please reach out to management before returning to the office to discuss.”

## Consistent

Remember how 70-93% of communication is non-verbal? Here’s where consistency is key! If you are asking employees and clients to wear a mask to prevent the spread of COVID-19, you need to wear a mask at all times. We know [from research](#) that modeling the desired behavior is a key component of achieving the desired result.

To put this into practice during COVID-19, this will look like wearing a mask at all times, using hand sanitizer consistently, and demonstrating other safety protocols you’re asking employees and clients to use as well.

## Conversational

Think about the difference between a great conversation with a friend where you learned something useful, maybe a new recipe or how to fix a challenging problem. Now think about the last time you were sitting in a classroom, trying to digest a complicated new concept like algebra. Part of what makes learning something new more challenging is the language that’s being used. Simple, direct language free of jargon feels friendly, open, and non-threatening.

During COVID-19, it might sound like this conversational advice from the [Mayo Clinic website](#): “Can face masks help prevent the spread of the coronavirus that causes COVID-19? Yes, face masks combined with other preventive measures, such as frequent hand-washing and social distancing, help slow the spread of the virus.”

The 4 Cs are useful tools whether you’re communicating in person, through email, websites, or social media. No matter what your message, be clear, compassionate, consistent, and conversational and you’ll supercharge your impact!