

**LEAH METHER**

# **THE FIVE Cs BY LEAH METHER®**

**MODEL EXPLAINER**

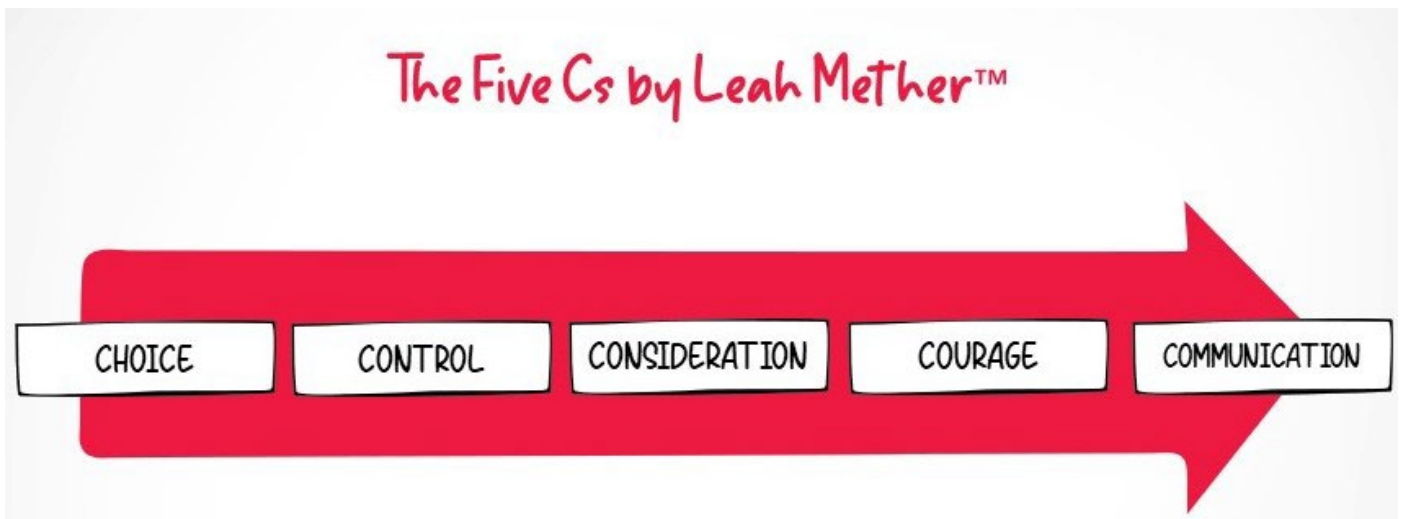
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# The Five Cs of Effective Communication



The Five Cs by Leah Methner® is a five-step sequential model of building blocks that underpin effective communication and leadership success.

The model is simple, but don't confuse simple with easy: living this model is one of the hardest things you'll ever do. But it's a game changer.

The Five Cs provides you with the steps to follow in both the lead up to and delivery of your communication. If you follow this model, you'll be able to communicate in a way that advances your career, increases your influence, improves your leadership, and strengthens your personal and professional relationships.

It will not only give you a clear structure to follow in every interaction, it will also help you improve your mindset, build resilience, control your emotions, and enable you to respond consistently and calmly in a difficult conversation.

The first thing most people notice about this model is that communication is at the end. It's often remarked on with surprise but its positioning is absolutely appropriate. The last of the five steps to effective communication is applying communication skills. It's not the starting point.

You must do the thinking first. That reflection is found in the four foundational steps. This model addresses how to get those foundations in place. Yet most of us are trained to start with communication. No wonder we fail and slip back into old habits quickly – because we haven't been shown how to do the groundwork.

In fact, every step in this model – choice, control, consideration, courage and communication – is deliberately placed in its position. Each step builds on the one before it and with each step you take, you'll improve your communication.

## **HERE IS A SUMMARY OF EACH STEP IN THE MODEL:**

### **Choice**

Forget other people. It doesn't matter if Bill's being a jerk, Sharon's giving you the passive-aggressive silent treatment, or John's work isn't up to scratch. It doesn't matter what other people do or how they respond. No matter what happens, you have a choice about the sort of communicator you want to be.

It's not about other people; it's about you.

If you want to improve your success at work and in your personal relationships, the single most important thing you can do is take personal responsibility for your communication and behaviour. I'm talking about extreme responsibility, with no room for 'yeah, but...'.

It's about making choice to live from a growth rather than a fixed or victim mindset. A choice about how you respond in any situation, no matter how difficult the circumstance or what the other person is doing or saying. A choice about your character as a human being. And a choice about who you are and who you want to be.

### **Control**

Once you've made the choice about how you want to live your life, lead, and communicate, the next step is control.

Control is not about turning everyone into robots who don't show emotion; it's about developing emotional intelligence, so you are able to regulate your response.

It's grounded in strong self-awareness and an understanding of how to manage yourself in the moment, even when that moment is full of intense pressure and stress.

It's an ability to put yourself in other people's shoes and show empathy, rather than simply react.

Control isn't only about being in charge of what you say and do, it's also about knowing what to let go of and understanding what's out of your control and therefore not something you should invest your time and energy into.

### **Consideration**

When you have choice and control nailed down, we move onto consideration.

There is no one-size-fits-all approach when it comes to communication. No right and wrong. No one way of doing things or rulebook to say: 'If you always communicate this way, using this style and saying these words, you will have success.'

Why? Because no-one thinks exactly like you. Different people have different communications styles, preferences, backgrounds, life experiences and truths.

That's why consideration is key.

To communicate effectively with any person in any given situation, you must consider the best way to go about it and tailor your response to suit. You need to consider where the other person is coming from and what is likely to best connect with them in order to get the outcome you want. It's not all about you and what you want to say. The best communicators adapt and adjust.

## **Courage**

After consideration comes courage.

You don't have to be an extrovert to communicate effectively but you do have to be brave. It's about courage, not confidence.

There are times when you must be courageous enough to speak up, even when it's uncomfortable and even when you're scared or nervous. That courage earns respect.

It takes courage to address the elephant in the room and have a difficult conversation.

It takes courage to give and receive feedback.

It takes courage to ask for what you want and need, and to listen to what others have to say.

It takes courage to apologise and own your mistakes; to be vulnerable and admit you don't have all the answers.

## **Communication**

It's only after you've completed the first four Cs that you're ready to communicate – once the foundations are in place.

The reason so many people fail at communication is because they jump straight into the communicating without doing the thinking first. But that's not you anymore.

Communication is where the specific skills – the tips and tricks you usually get served up at communication courses – finally come in. It's body language, tone, listening, and putting that consideration pre-work into action through well thought out words.

Preparation is important but it's not the same as doing. Thinking is not doing. Knowing is not doing. Only doing is doing.

*\*Leah Methers is a communications and soft skills specialist, obsessed with making the people part of leadership and work life easier.*

You can read more about *The Five Cs* in Leah's acclaimed book ***Soft Is the New Hard: How to Communicate Effectively Under Pressure.***