

The Five C's to Foster Clarity & Alignment

Color

Paint the full picture, including:

- Setting a clear intention
- Assigning the level of importance
- Answering “What does done look like?”

Context

No one has optics on everything that's going on in an organization. What's happening in other areas that will impact or be impacted by this decision or deliverable?”

Connective Tissue

How does this plan/strategy/decision/ deliverable solve or amplify what's already happened or what's happening now? Or, how does it lay the groundwork for what hasn't happened yet but is part of the vision for the future?

Cost

What will it cost us to do this in terms of money, time, bandwidth, focus, priority shifts, etc.? Is this cost tolerable? Expected? Agreed upon? Controversial? Communicated?

Consequence

What are the consequences of not doing this? What is at stake? What are the consequences of getting it wrong? Are there any unintended consequences that we can anticipate or problem-solve now?