

The 5 C's to Foster Clarity & Alignment

Leveraging the 5 C's helps foster clarity and alignment around work and projects.

COLOR

Paint the full picture about what we're doing and why, including:

1. Setting a clear intention
2. Assigning the level of importance
3. 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 (both within and outside of the organization) that will impact or be impacted by this decision or deliverable?

CONNECTIVE TISSUE

How does this plan / strategy / decision / deliverable connect with other strategies we're trying to move forward? How does it 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?

When you notice yourself or your team members getting really stuck in the weeds, taking their hands to use the 5C's to walk back up to the balcony can help to re-energize and refocus people. And sometimes we need someone operationally focused to use the 5C's to walk us down the stairs to the dance floor to understand the realities of executing on our ideas.