

### WORKSHEET 8.3: REVIEWING KEY MESSAGES AGAINST THE 7 CS OF COMMUNICATION

**Purpose:** This worksheet is a checklist that outlines key questions to assess whether your key messages reflect the 7 Cs of Communication.

**Directions:** Review each individual key messages (and accompanying materials if available) against the checklist below. Through the checklist, identify if there are areas of improvement and reformulate messages if necessary

**Please note that this worksheet is followed by a completed example that you can use as reference if necessary.**

Key Message: \_\_\_\_\_

7 Cs of Communication	Message Check	Yes	No	Suggestions for improving the message (if necessary)
<b>Command Attention</b>	Does the message stand out/capture the audience's attention?	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Clarify the Message</b>	Is the message simple, direct and easy to understand by the audience?	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Communicate a Benefit</b>	Is it clear what benefit the audience will reap by engaging in the desired action?	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Consistency Counts</b>	Are all messages consistent?	<input type="checkbox"/>	<input type="checkbox"/>	
	Can they be conveyed across different communication channels?	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Create Trust</b>	Is the message credible?	<input type="checkbox"/>	<input type="checkbox"/>	
	Is the channel used credible?	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Cater for Head and Heart</b>	Does the message contain logical and factual information?	<input type="checkbox"/>	<input type="checkbox"/>	
	Does the message use emotion?	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Call to Action</b>	Does the message clearly communicate what the audience should do?	<input type="checkbox"/>	<input type="checkbox"/>	