

THE 7 C's of COMMUNICATION

(EVALUATION CRITERIA)

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Clarity

Was the presentation clear? Was it understandable? Was there a progression of thought, or did it seem to move from one idea to another and back again in a confusing way? Did people feel they could say they didn't understand, if they didn't?

Content

Was the content accurate / relevant / helpful / creative (eg multi media) / illustrated / applied ? Was it obvious how people could respond? Were they encouraged to apply what they heard? Were the recipients taken to source material or were they given the opinion of the speaker only? Were questions open or closed?

Conviction

Was it presented with enthusiasm? Did the presenter seem to believe that what they were saying/teaching was really true & worthy of commitment? Was there variable pace and in the presentation intonation ? Was eye contact maintained during what was said?

Connection

Connection is about the rapport the speaker managed to establish with the audience. Was the speaker aware of the mood of the audience? Was the speaker able to build a sense of connection? How did they do this? What worked well, what did not work so well?

Compassion

Was it presented with evident concern for people? Were people who contributed treated with respect even if a contribution was unhelpful, irrelevant to the subject or technically inaccurate? Where did the presentation lie between people feeling condemned or empowered?

Conveyance

How was the presentation delivered in terms of word and body language? How did the speaker convey their message? How well did the speaker vary their pace, intonation and volume? How well did their body language support the words of their message? Did their body language reinforce the message or detract from it?

Child Centred

Was it presented with appropriate awareness of any children present if it was an intergenerational group? Was it clear to the children how they could or should respond to any questions or instructions? Were the questions or instructions understandable to the children? Were they included by being looked at, or were only the adults given eye contact? Were appropriate materials used to help the children engage? (drawing, musical instruments, banners)