

# FOUR C FRAMEWORK FOR SETTING CLEAR EXPECTATIONS

## 1. COMMUNICATE

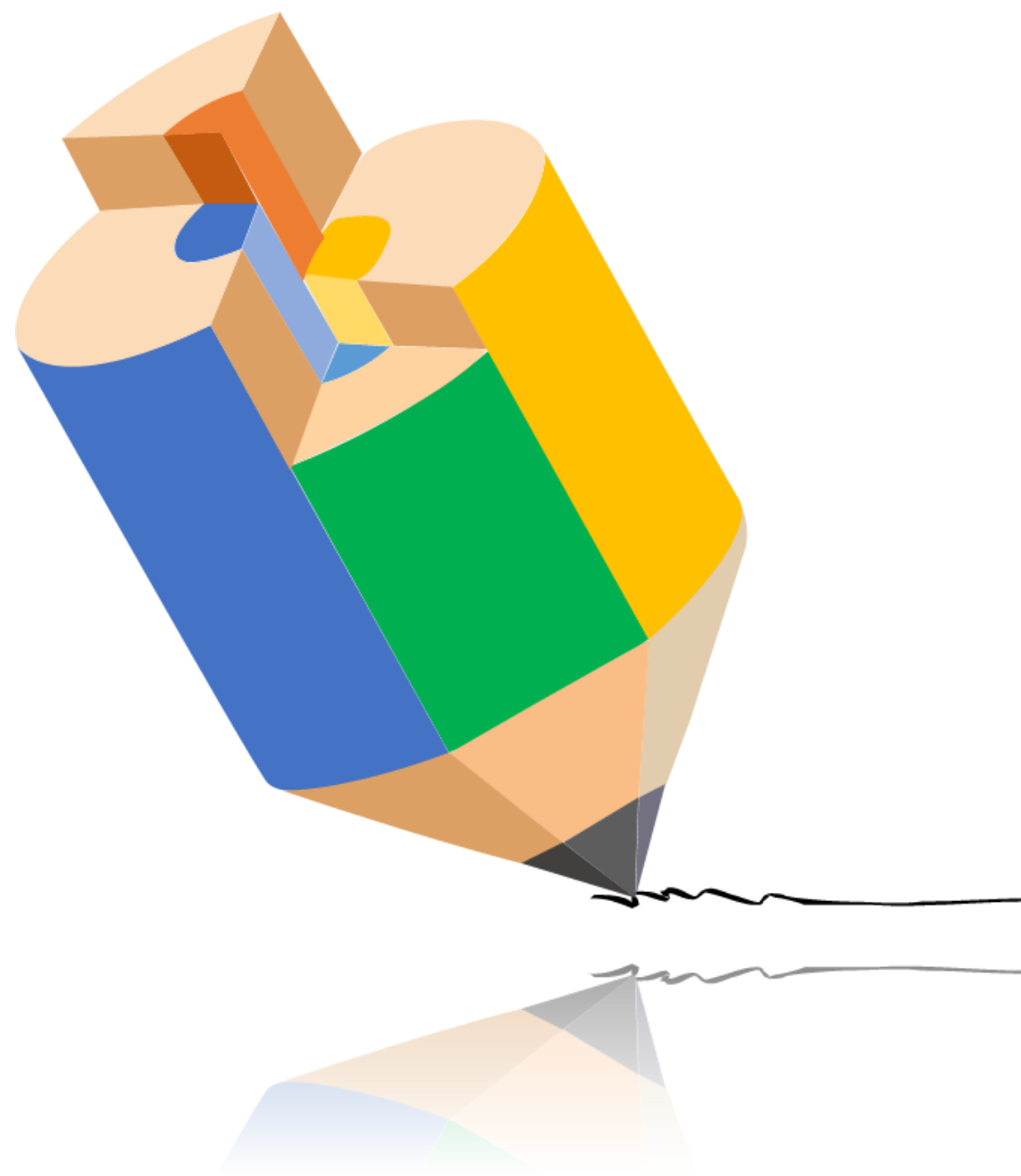
### DESCRIBE WHY IT MATTERS

- Make time for a conversation
- Use the five W's (Who, What, When, Where, Why) to explain

## 2. COMMITMENT

### GAIN BUY-IN AND CLARITY

- Get specific about who is doing what for each task
- Be clear on the decision making process



## 3. CONSEQUENCE

### UNDERSTAND IMPACT

- Lay out the positive consequences of meeting the expectations
- Establish accountability for one's actions

## 4. COACH

### EMPOWER ACTION

- Confirm the expectations
- Set periodic milestones to ensure success