



# The 5 C's of IC

Our guiding principles within Institute Communications



## COORDINATION

Allowing all contributors' input to be considered and incorporated in the most efficient way.



## CONVERSATION

Listening to one another to understand the gifts each person has to offer.



## COLLABORATION

Offering ideas and talent to co-create.



## CONSULTATION

Seeking out, trusting, and eagerly providing expertise.

Maximizing our department's potential by effectively working together across teams to produce our highest level of work.

Providing thought leadership within the department and across campus through the positive exchange of objectives and ideas.



## CLOSING THE LOOP

Connects all 5 C's. Closing the loop is taking responsibility for your part in the workflow and ensuring that follow-up occurs with all appropriate parties. It provides an end for each task and leaves a positive impression.

### CONTRIBUTORS

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