CLEAR
A Framework for Communication

C — **CONTEXT**
Who is your audience and why do they need to know this information?

L — **LOGISTICS**
How will you communicate your message and when will you deliver it?

E — **EXECUTION**
What are you saying and how are you saying it?

A — **ASSESSMENT**
Measure "immediate" understanding and effectiveness of your message. Respond when necessary.

R — **REVIEW**
Measure long-term effectiveness and process improvement for communications.

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