

A–R–C Framework:

Building Understanding Through Connection

Purpose:

To help leaders, clinicians, and team members create stronger understanding and alignment by balancing **Affinity, Reality, and Communication**. When all three are present, genuine understanding follows - the foundation of trust, accountability, and collaboration in clinical settings.

How to Use

Apply this framework as a coaching and communication tool during:

- 1:1 meetings between owners and employees
- Team discussions where misalignment or tension exists
- Patient or client interactions where understanding feels unclear

Map your situation through the **A–R–C triangle** and identify which point may be weak or missing.

Audience

Clinic owners, leaders, and practitioners in health and wellness - including physiotherapists, chiropractors, massage therapists, medical aestheticians, dental professionals, and admin leads.

Outcome

- Strengthened understanding and connection within teams and with clients
- Reduced miscommunication and repeated patterns of misunderstanding
- Clearer accountability and better alignment

A -R - C Framework - Quick Reference

Purpose:

To build understanding through balanced Affinity, Reality, and Communication.

Use When:

Misunderstandings, tension, or lack of clarity appear.

A – Affinity: Connection and care → “Do we have rapport?”

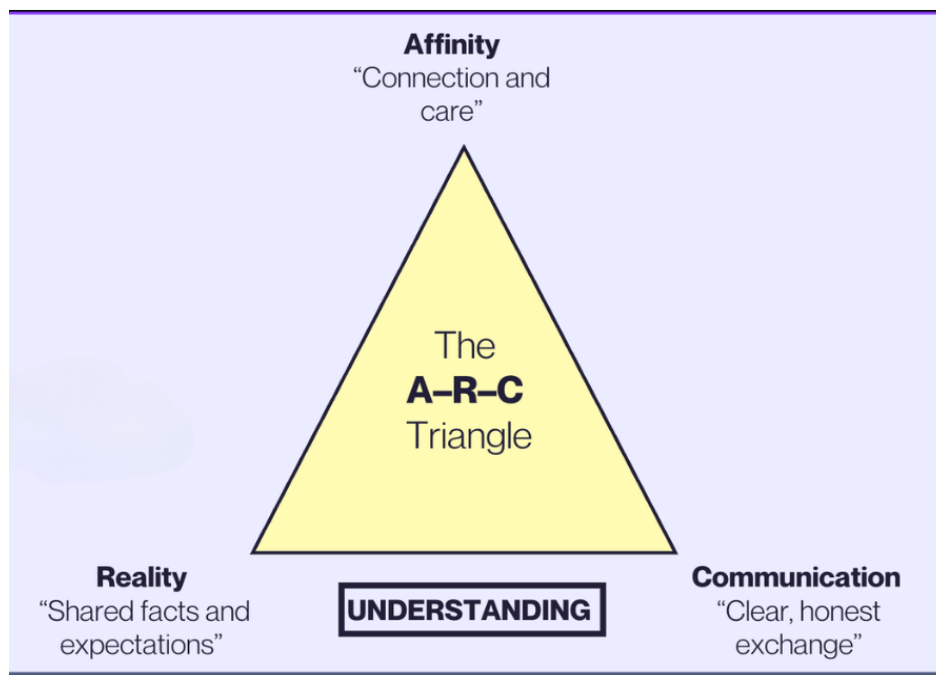
R – Reality: Shared facts and expectations → “Are we aligned on what’s true?”

C – Communication: Clear, honest exchange → “Are we both speaking and listening clearly?”

Formula: A+ R +C=Understanding

Quick Tip: When understanding breaks down, repair the weak point before moving forward.

Framework: The A–R–C Triangle



1.Affinity (A)

Connection, rapport, and care between two people. Built through empathy and respect.

Clinic example: Start a feedback conversation by affirming appreciation before addressing the Issue.

2. Reality (R)

Shared understanding of what's true or factual. Avoid assumptions.

Clinic example: A physio and patient define "progress" as measurable milestones, not vague Improvement.

3.Communication (C)

The clear, honest exchange of information.

Clinic example: A front desk staff member confirms next steps rather than assuming understanding.

When A, R, and C align → Understanding happens.

Reflection & Application

Use this tool to diagnose recurring communication issues:

- Where do misunderstandings keep showing up?
- Which element - A, R, or C - might be missing or weak?
- What's one action you can take this week to strengthen that area?

Remember: Simple scales. Chaos doesn't. Understanding grows when **A–R–C** are in sync.

Book a Clarity Call with Karen Elliott <https://karenelliott.co/book-a-call>