

7C OF COMMUNICATION

Whether it's writing an email, sending a report, chairing a meeting, or giving a presentation, most of your working day will likely be spent communicating. So, one of the best ways to boost your productivity is to communicate in the clearest, most effective way possible.

This is why the 7 Cs of Communication are helpful. The 7 Cs provide a checklist for making sure that your meetings, emails, conference calls, reports, and presentations are well constructed and clear – so your audience gets your message.

According to the 7 Cs, communication needs to be:

Clear.

Concise.

Concrete.

Correct.

Coherent.

Complete.

Courteous.

The first of the seven Cs is to be **clear**. When writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience won't be either.

Second, be **concise**. When you're concise in your communication, you stick to the point and keep it brief. Your audience doesn't want to read six sentences when you could communicate your message in three. Ask yourself:

- Are there any adjectives or "filler words" that you can delete? You can often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean."
- Are there any unnecessary sentences?
- Have you repeated the point several times, in different ways?

So, keep it brief, avoid repetition, and delete unnecessary adjectives and "filler words," like "kind of" or "basically."

Third – when your message is **concrete**, your audience will have a clear picture of what you're telling them. Detail is important, but not too much. Try to include some "standout" facts, and make sure you have a laser-sharp focus on your key message.

Number 4c is reserved for **Correct** - When your communication is correct, your audience will be able to understand it. And correct communication is also error-free communication. Make sure your message is correct by asking yourself the following questions:

- Do the technical terms you use fit your audience's level of education or knowledge?
- Have you checked your writing for grammatical errors? (Remember, spell checkers won't catch everything).
- Are all names and titles spelled correctly?



Coherent is a 5C - When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.

Number 6 - **Complete**

In a complete message, the audience has everything they need to be informed and, if applicable, take action. Does your message include a "call to action," so that your audience clearly knows what you want them to do? Have you included all relevant information – contact names, dates, times, locations, and so on?

Number 7 - **Courteous**

Courteous communication is friendly, open and honest. There are no hidden insults or passive-aggressive tones. You keep your reader's viewpoint in mind, and you're empathetic to their needs.