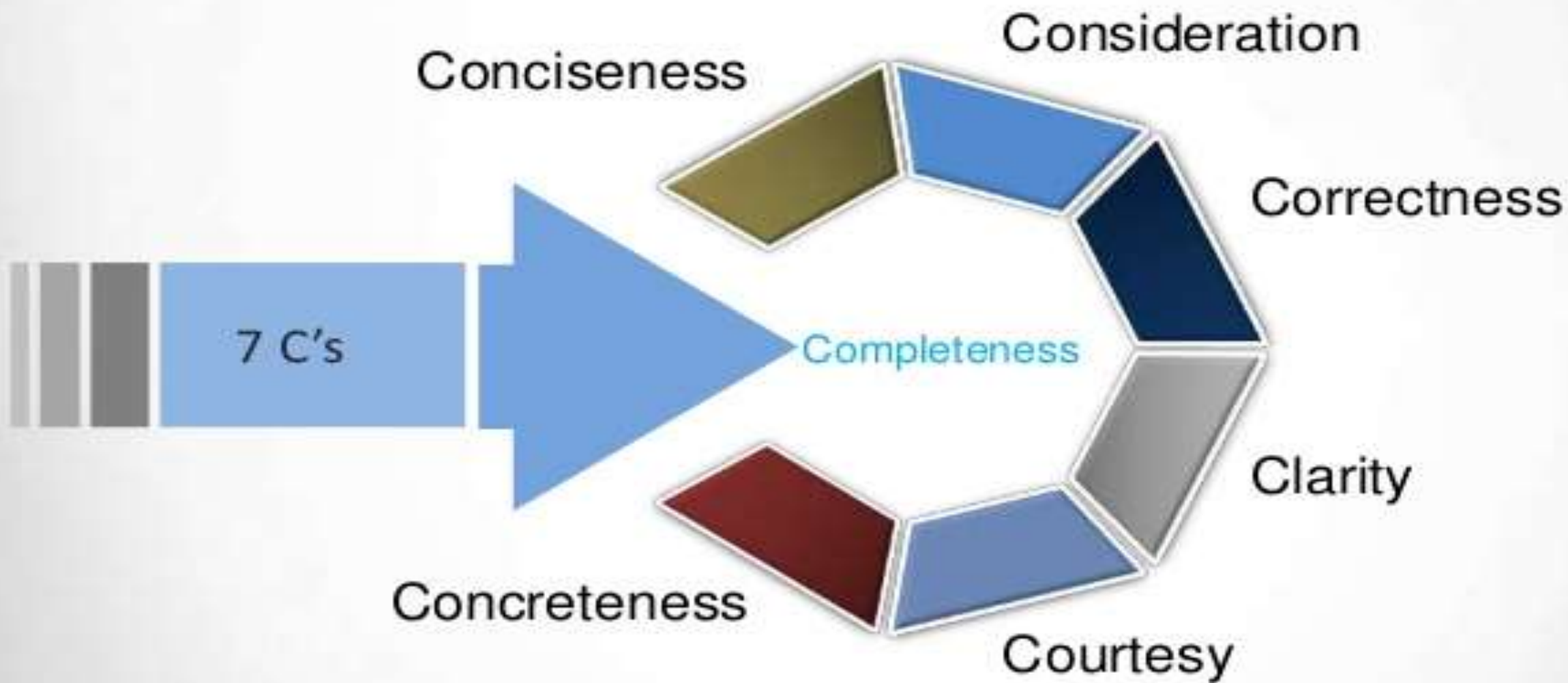


# **7 Cs OF EFFECTIVE** **COMMUNICATION**

# Seven C's of Effective Business Communication



# 7 C's OF EFFECTIVE COMMUNICATION

- ✓ The seven C's of communication is a list of principles that one should ensure all of their communications adhere to.
- ✓ Also known as the 7 principles of communication they a useful way to ensure good business communication.
- ✓ The 7 C's of Communication provide a useful check list as a result of which both written and verbal communication pass off in a clear, plain, target group-oriented and well-structured manner.

# COMPLETENESS

The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. A complete communication has following features:

- Complete communication develops and enhances reputation of an organization.
- Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
- A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
- Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.
- It persuades the audience.

# COMPLETENESS

- **Bad example:**

Hi all,

Let us meet tomorrow to discuss the product launch event. Please be there on time.

Thanks  
Chris

There is no mention of the time of the meeting scheduled for, or the location, neither is there any set agenda. The recipients of the email would have to write back or call back to Chris to clarify.

- **Good example:**

The best way to have written this email is:

Hi all,

Let us meet tomorrow at 11am at Conference room 3 to discuss the product launch event. We will have to decide the keynote speakers and complete the event invite draft tomorrow. Please be there on time.

Thanks  
Chris

# **CORRECTNESS**

**Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:**

- The message is exact, correct and well-timed.**
- If the communication is correct, it boosts up the confidence level.**
- Correct message has greater impact on the audience/readers.**
- It checks for the precision and accurateness of facts and figures used in the message.**
- It makes use of appropriate and correct language in the message.**

# CORRECTNESS

- **Bad Example**

**Dear David,**

**Further to our conversation today, I am attaching the plan for the first stage of the project. Hope the one weak deadline is okay with you and your team.**

**Regards  
Sally**

**There were two glaring spelling errors in this e-mail. ‘Conversation’ was spelt ‘conservation’ and ‘week’ was spelt ‘weak’. Though these are minor errors, they could gravely impact the credibility of your professionalism and the brand image of the organization you represent. Therefore, it is absolutely necessary to check all your spellings and prefixes before you send an email, especially if you are sending it to a client or a vendor outside of your company.**

# CONSIDERATION

Consideration implies “stepping into the shoes of others”. Effective communication must take the audience into consideration, i.e, the audience’s view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience’s needs while making your message complete. Features of considerate communication are as follows:

- Emphasize on “you” approach.
- Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.
- Show optimism towards your audience. Emphasize on “what is possible” rather than “what is impossible”. Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.

# CLARITY

Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:

- It makes understanding easier.
- Complete clarity of thoughts and ideas enhances the meaning of message.
- Clear message makes use of exact, appropriate and concrete words.

- Bad example:

Dear James,

I would like to talk to you about the new client's project which the engineering team had discussed yesterday. I might need the help of John from your team.

Regards,  
Kevin

- There are innumerable things that are wrong in this email. James might not even know who the new client is or what the project is about. He probably was not part of the meeting with the engineering team. Furthermore, there might be more than one John in James' big team. Kevin also mentions that he wants to talk. However, he hasn't mentioned what time he would like to talk, neither has he asked James if he would be free at any of the time slots available.

# CLARITY

- **Good example:**

**Dear James,**

**As you may know we have signed up XYZ as our new client. I had a meeting with the engineering team yesterday and had discussed the campaign requirements for this project. John Redden from your team had done a pretty good job last time doing the social media campaign for ABC and so I would like him to work on the XYZ campaign too. Would you be available sometime tomorrow to discuss this further?**

**Regards  
Kevin**

- **This email has all the information James needs to know. He can be well prepared for the meeting and also check on John's availability and have an answer for Kevin when they meet the next day – in whichever time slot both the men are free.**

# CONCRETENESS

**Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. A concrete message has following features:**

- It is supported with specific facts and figures.**
- It makes use of words that are clear and that build the reputation.**
- Concrete messages are not misinterpreted.**
- You need to believe in you what you want to convey to the audience. Concreteness is a quality which needs to come to the fore especially during marketing or advertising campaigns. There need to be details that capture the attention of the audience, not bore them.**

# CONCRETENESS

- **Bad example:**

**“Hilltop Resort is the best resort. Do come to us on your next holiday”**

- **This is a vague ad message. It is made to sound like just another resort advertisement among a hundred others. The audience will never remember this ad message. There are no concrete details to take away from this message.**

- **Good example:**

**“Hilltop Resort is the jewel of the western hills. Take a break from your work. Escape from life’s chaos and stress. Relax and rejuvenate yourself at Hilltop. Go back fresh and energized!”**

- **This message gives you visualizing details. The reader can actually imagine being in a beautiful resort breathing fresh air and swimming in a pool instead of slogging away at his or her office. That is a concrete message conveyed to the audience.**

# COURTESY

**Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Courteous message has following features:**

- Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.**
- Courteous message is positive and focused at the audience.**
- It makes use of terms showing respect for the receiver of message.**
- It is not at all biased.**

# Courtesy

- **Being courteous is of profound importance in a corporate setting. Individuals who work together are not necessarily friends and therefore, to maintain a healthy working relationship, being courteous is a necessity. Hidden insults and aggressive tones will only cause trouble among individuals and result in reduced morale and productivity.**

- **Bad example:**

**Hi Drew,**

**I really do not appreciate how your IT team ignores the requests of my team alone. My team is an important function in this organization too and we have our own IT requirement. Can you ensure that your team responds promptly to my team's requests hereon?**

**Regards  
Stanley**

- **This email is condescending, judgmental, and disrespectful. Drew might now order his team to not respond to your team's requirements entirely.**

# COURTESY

- **Good example:**

**Hi Drew,**

**I understand that the IT team is swamped with work and gets requests from every department in the organization. My team, however, is working on a high-priority project and I would greatly appreciate if you could ask your team members to respond to my team's queries promptly and help us complete this project on time. Please do let me know if you need anything from me.**

**Regards  
Stanley**

- **As a result of the polite request, it is likely that Drew will feel appreciated and important and he will definitely ask his team to help your team out. Work gets done and everybody is happy too.**  
**To sum up, working with other individuals, be it within your team or other teams in the organization is the norm in today's corporate setting. Therefore, communication becomes a critical skill. When you communicate well, you become more efficient, you tend to command respect among your peers and you maintain a healthy relationship with your colleagues. Keep in mind the 7 Cs of effective communication and accelerate your career growth.**

# CONCISENESS

**Conciseness means wordiness, i.e, communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. Concise communication has following features:**

- **It is both time-saving as well as cost-saving.**
- **It underlines and highlights the main message as it avoids using excessive and needless words.**
- **Concise communication provides short and essential message in limited words to the audience.**
- **Concise message is more appealing and comprehensible to the audience.**
- **Concise message is non-repetitive in nature.**

# CONCISENESS

- **People more often than not tend to write 4 sentences in a place where they could have finished the message in 2 sentences. This wastes the time of the sender and the receiver and in turn limits their productivity too. Furthermore, try not to add fillers such as 'I mean', 'sort of', 'for instance', 'basically', etc. Your message needs to be accurate, to the point and crisp. Here is an example of a bad email.**

- **Bad example:**

**Hi Suzanne**

**I think we need to talk about the CSR campaign, I mean the one which we need to do as a quarterly exercise. I think it is a great way of enhancing our brand image. Basically, it would just be a visit to an orphanage but we can sort of do other things too. For instance, we could take the kids out for a short trip to a nearby park or zoo. Let us sit and talk tomorrow.**

**Regards  
Jennifer**

# CONCISENESS

- **The mail is full of fillers and extended phrases wherein she could have finished the email in just two sentences, such as the one below.**
- **People more often than not tend to write 4 sentences in a place where they could have written less.**

**Hi Suzanne**

**I need to discuss the quarterly CSR campaign with you. Let us take the kids out this time to a nearby park or zoo instead of just visiting them. This will help enhance our brand image. We'll talk in detail tomorrow.**

**Regards  
Jennifer**