THE FOUR C´s OF COMMUNICATION

1. Clear
2. Complete
3. Correct
4. Climate

**CORRECTNESS:**

A correct use of language has the preference. In written communication, grammatical errors, spelling errors should be avoided. Receiver will take input seriously.

**CLARITY:**

For good communication, you should have clarity in mind. You should talk relevant about topic. There are various components which contribute immensely in making communication more clear like structuring, tone, choice of words, intonation (voice modulation, speed).

**COMPLETENESS:**

Various channels of communication, active reading, active listening, probing techniques etc. completes the communication including paraphrasing.

**CLIMATE:**

For any actions that takes place, there is one dominant skill and some hidden skills that are important.

ARCHITECTURE OF COMMUNICATION

* Culture
* Impression management
* Professional behavior
* Building relationships
* Assertiveness
* Interpersonal skills
* Positive self-talk
* Energy level
* Body language(hand gesture, leg position, eye contact, expressions, smile)