

Seven C's of Effective Communication

1. Clarity –

- a) Clarity of thought – aim of communication, what is to be communicated
- b) Clarity of expression-
Use simple and familiar words- e.g.-visualise- see, facilitate- help, remuneration-pay, domicile- home
Use short sentences-17-20 words, one sentence one idea

2. Completeness-

- a) Provide all necessary information-answer the 5w's(who, what, when, where and why)
- b) Answer all the questions asked- stated questions and implied
- c) Give something extra, when desirable- if sender message incomplete use judgement and provide extra information

e.g.- How come my request for an interview letter did not receive a response? Whose letter, when was it sent, whom was it sent to?

3. Conciseness-

- a) Eliminate wordy expressions- i) Use single word substitutes for phrases- e.g.-at this time – now, due to the fact that – because, in due course -soon.
ii) Omit trite, unnecessary expressions- e.g.- Allow me to say how helpful your response was.
Your response was helpful.
iii) Replace wordy conventional statements with concise versions. e.g.- Please find attached the list you requested
The list you requested is attached.
iv) Omit “that” and “which” clauses e.g.- The receipt that is enclosed documents your purchase.
The enclosed receipt documents your purchase.
- b) Include only relevant material- stick to the purpose, delete irrelevant facts and rambling sentences, omit obvious information.
- c) Avoid unnecessary repetition

4. Consideration-

- a) Focus on “You” instead of “I”

e.g.- We have 4 different saving schemes in wh. our customers can invest their savings.

You have a choice of 4 saving schemes in wh. you can invest.

I want you to express my sincere thanks for the kind words.

Thank you for your kind words.

b) Emphasise positive, pleasant facts-

e.g.- When you travel on company expense, you will not receive approval for first class fare.—When you travel on company expense, your approved fare is for tourist class.

5. Concreteness-

Give specific, definite information, clear facts, figures and numbers

6. Correctness- use right level of language

Check accuracy of figures, facts and words

7. Courtesy-

- a) Be sincerely tactful, thoughtful, and appreciative
- b) Use expressions that show respect
- c) Choose non-discriminatory expressions.