**The Seven C’s of Effective Business Communication**

The message is said to be effective when the receiver understands the same meaning that the sender was intended to convey. For any communication in business, in order to be effective, it must have seven qualities. These seven attributes are called **seven C’s of effective business communication**. (All these attribute starts with the alphabet ‘C’ so are called **7 C’s**)

Seven C’s of Effective Business Communication:

1. Correctness
2. Clarity
3. Conciseness
4. Completeness
5. Consideration
6. Concreteness
7. Courtesy
8. Correctness

At the time of encoding, if the encoder has comprehensive knowledge about the decoder of message, it makes the communication an ease. The encoder should know the status, knowledge and educational background of the decoder. **Correctness means**:

* + Use the right level of language
  + Correct use of grammar, spelling and punctuation
  + Accuracy in stating facts and

***Correctness*** *is meaning helps in building confidence*

1. Clarity

**Clarity demands the use of simple language** and easy sentence structure in composing the message. When there is clarity in presenting ideas, it’s easy for the receiver/decoder to grasp the meaning being conveyed by the sender/encoder.

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