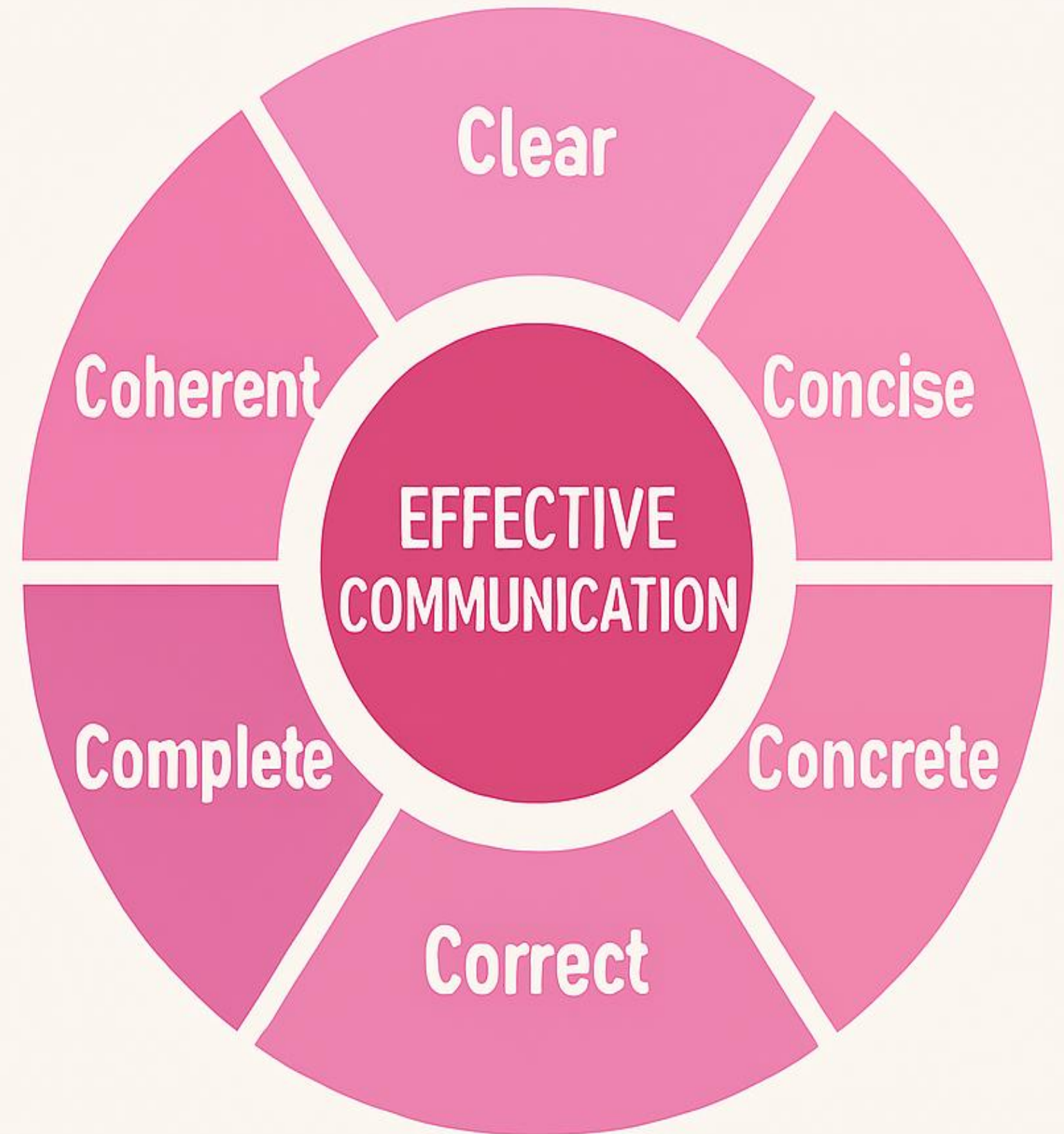# The 7Cs of Effective Communication

- Keys to Clear and Impactful Messages

Introduction

- Definition: The 7Cs are principles that ensure communication is clear, concise, and effective.

- Importance: Builds trust, reduces misunderstandings, improves productivity.

COMMUNICATION TIPS

Clear · Concise · Concrete · Correct · Complete · Coherent · EFFECTIVE COMMUNICATION

Be Brief and Clear

- Definition: Use simple language, avoid ambiguity.

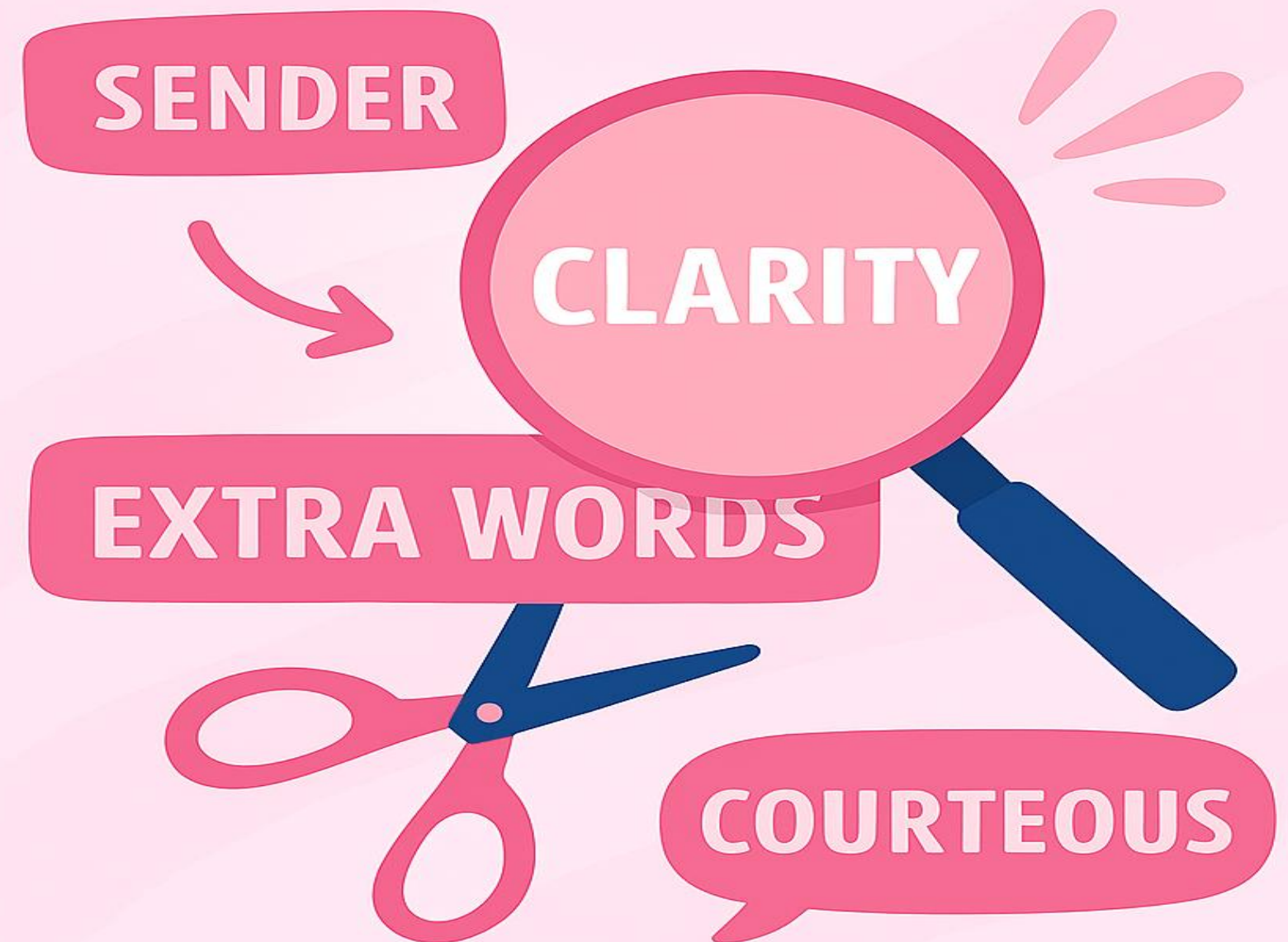- Example: Instead of "We'll do it soon", say "We'll finish by Friday.

Concise

- Definition: Say more with fewer words.

- Example: "Submit report by 5 PM" vs. "It would be appreciated if you could kindly submit the report by 5 PM."

Concrete

- Definition: Use facts, figures, and examples.

- Example: "Sales increased by 20% in Q1" instead of "Sales improved."

Correct

- Definition: Ensure grammar, spelling, and facts are accurate.

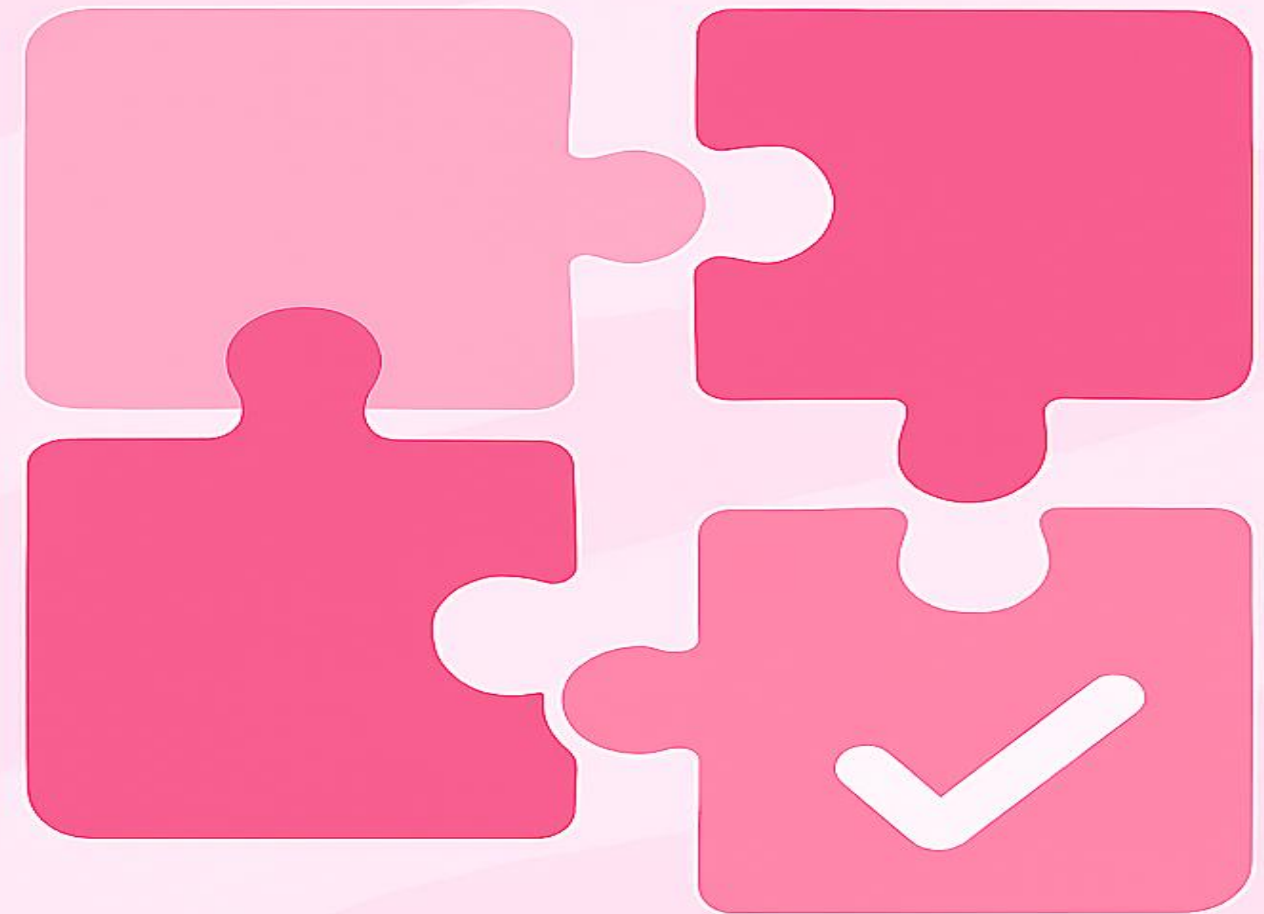- Example: "Meeting at 10 AM, Room 205" (precise and error-free).

Coherent

- Definition: Logical flow, consistent tone.

- Example: Paragraphs that connect smoothly.

Complete

- Definition: Provide all necessary details.

- Example: "Submit report by 5 PM, email to HR, include summary."

COMPLETE

Courteous

- Definition: Respectful, considerate tone.

- Example: "Please submit the report by 5 PM. Thank you!"

Summary

- Recap of all 7Cs with one-line definitions.

- Visual: Infographic wheel showing all 7Cs around "Effective Communication.

Thank you for your attention

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