

# FCS

## 1 **Completeness:-**

The communication must be complete. Providing all necessary information. It should answer the questions: What, why, How, and when.

### **Example:-**

If you're sending an invitation, include the event data, time, location, purpose, and any required preparations.

## 2 **Consideration:-**

The communication must consider audiences interest, and also empathy and understanding for the audience. Be mindful of the receiver's perspective.

**Example:-** When communicating with a new employee, use simple technical terms.

## 3 **Clarity:** The communication must be clear and also



concise language. The message should be clear and easily understood. The sender should use simple and precise language avoiding complex terms that could confuse the receiver.

### **Example:-**

Instead of saying "I need the data as soon as possible," specify "Please send the sales data by 3PM today."

**4 Courtesy:-** The message should be polite, respectful, and considerate of the receiver's feelings. It should maintain a positive tone and avoid causing offense.

### **Example:-**

Instead of saying "You didn't do this right", you could say, "There is room for improvement in this area, let's work together to fix it"



## 5 **Conciseness:**

The communication must be brief and to-the-point. Avoid unnecessary words, information or details that do not contribute to the main message.

## 6 **Correctness:**

The message should be grammatically correct, with proper language, spelling and punctuation. Also, ensure the message is appropriate for the receiver's level of understanding.

### **Example:**

Use proper grammar, punctuation, and appropriate tone. "The team has completed the project successfully" is more correct than "The team done project".



## Concretteness:

The message should be specific with accurate facts and figures. The communication must be specific not general. It makes use of words that are clear and that build the reputation.

