

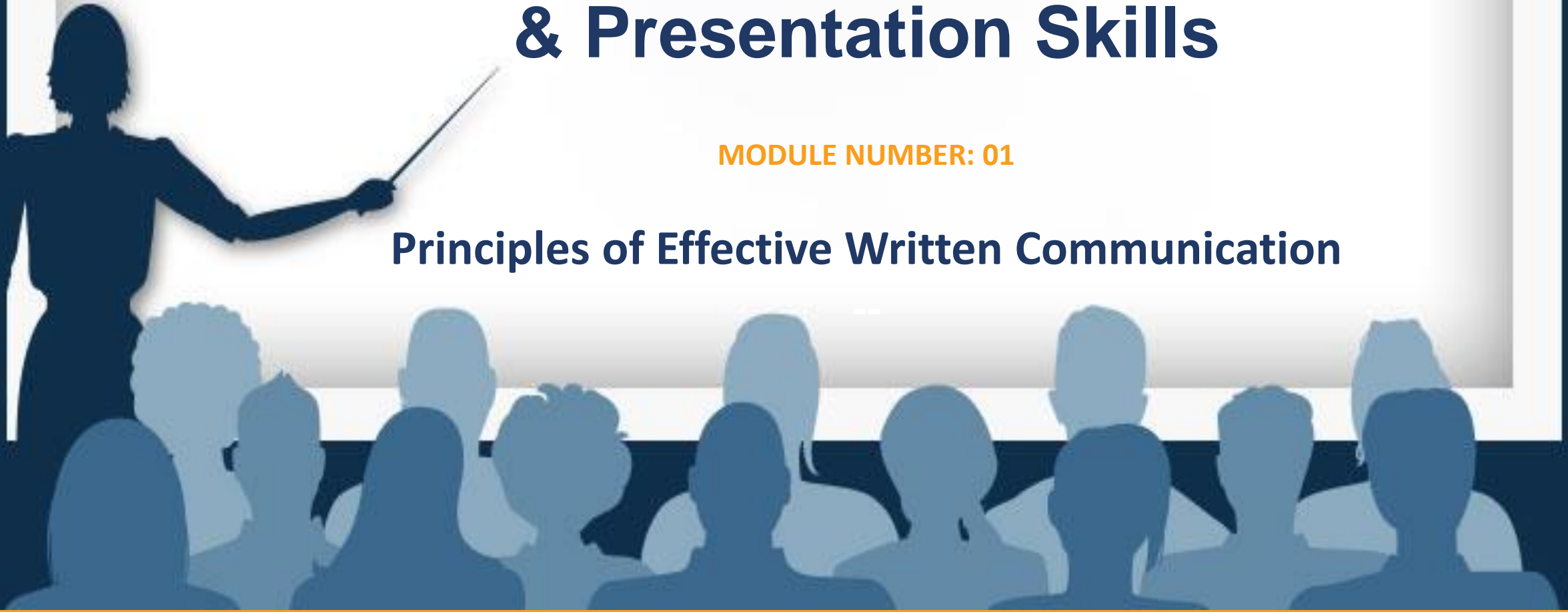
SOFT SKILLS AND APTITUDE



Business Communication & Presentation Skills

MODULE NUMBER: 01

Principles of Effective Written Communication



7Cs of Communication



OBJECTIVES

1

Identify the 7 Cs of communication

2

Explain the 7Cs of communication

3

Apply the 7Cs of communication in business writing



Table of Contents



7 Cs of Business communication

- Clarity
- Conciseness
- Concreteness
- Correctness
- Coherence
- Completeness
- Courtesy

1. Business communication is assuming greater proportions today given its widespread use and impact. Given this scenario, it is pertinent to ensure one's communication is not only clear and to the point but also adheres to the 7Cs of effective communication. Today, companies transact on a global platform. Each piece of communication that goes out is a reflection of the standards of the company and so it is necessary to have error-free communication.
2. The extensive use of the electronic/digital medium has led to a space where communication is nearly as fast as thought. In this context, it is best to ensure communication is both courteous and complete. Although there exist options of recalling or deleting messages, it is best to check before one sends out any communication.

7Cs of Business Communication

Business communication must be:

Clear

Concise

Concrete

Correct

Coherent

Complete

Courteous

1. Clarity



- A message that is communicated must be clear and easy to understand.
- Clarity means avoiding the use of ambiguous statements or sentences that can be interpreted in more than one ways
- Use simple language and sentence structure
- Indicate any action that needs to be taken by the recipient

Examples of Clarity



Bad Example:

Hi John,

I wanted to write you a quick note about Daniel, who's working in your department. He's a great asset, and I'd like to talk to you more about him when you have time.

Best,

Carl

Good Example:

Hi John,

I wanted to write you a quick note about Daniel Kedar, who's working in your department. In recent weeks, he's helped the IT department through several pressing deadlines on his own time.

We've got a tough upgrade project due to run over the next three months, and his knowledge and skills would prove invaluable. Could we please have his help with this work?

I'd appreciate speaking with you about this. When is it best to call you to discuss this further?

Best wishes,

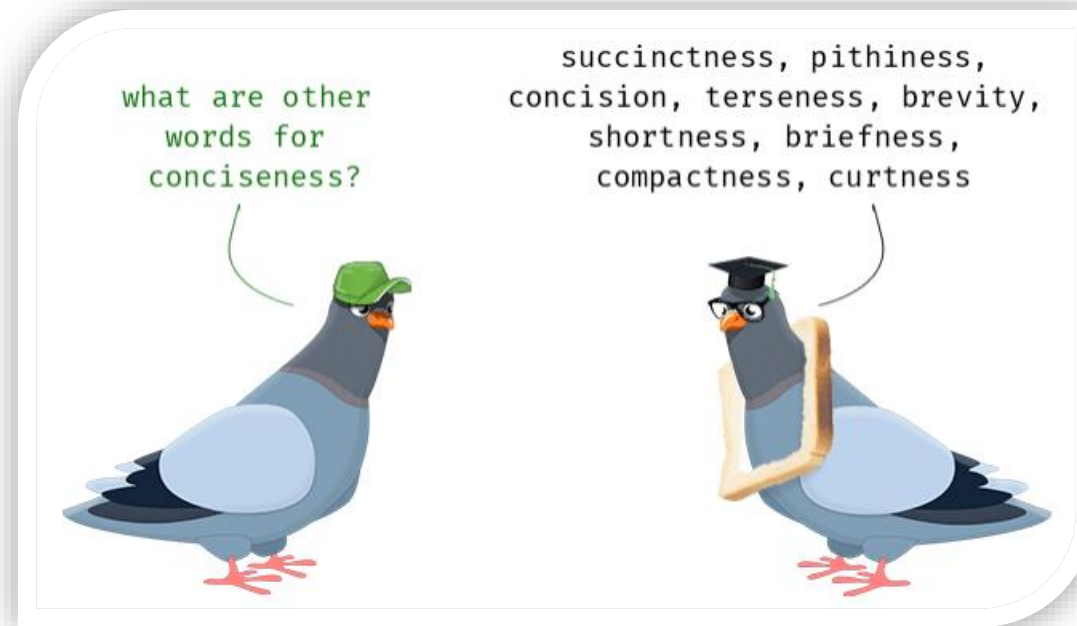
Carl



Clear

Write a short note to your team leader requesting an extra resource to help complete a project within the deadline.

2. Conciseness



- Conciseness is the quality of conveying what you want to in the fewest possible words
- The message must be brief and to the point while conveying what it is meant to
- Avoid the use of fillers (you see, definitely, generally, basically, etc.), unnecessary sentences and repetitions
- Use short sentences; focus on brevity

Examples of Conciseness



Bad Example:

We hereby wish to let you know that our company is pleased with the confidence you have reposed in us.

At this time I am writing to you to enclose an interview card, which has been post-paid, for the purpose of arranging a convenient time when we might get together for a personal interview.

Good Example:

We appreciate your confidence in our company.

Please return the enclosed interview card to set up a convenient time for an interview.

Exercise



Concise

Write an email to your team about an important meeting to be held tomorrow in preparation for next week's all hands meet.

3. Concreteness



- A concrete message contains relevant details and facts and is very focused
- Use of concrete language leaves no room for doubt regarding the message

Examples of Concreteness



Bad Example:

Ad copy: “Hilltop Resort is the best resort. Do come to us on your next holiday”

This is a vague ad message. It is made to sound like just another resort advertisement among a hundred others. The audience will never remember this ad message. There are no concrete details to take away from this message.

Good Example:

Ad copy: “Hilltop Resort is the jewel of the western hills. Take a break from your work. Escape from life’s chaos and stress. Relax and rejuvenate yourself at Hilltop. Go back fresh and energised!”

This message gives you visualising details. The reader can actually imagine being in a beautiful resort breathing fresh air and swimming in a pool instead of slogging away at his or her office. That is a concrete message conveyed to the audience.



Write a product description in less than 50 words for any two of the following FMCG products your company has released in the market.

Concrete

1. Shampoo
2. Face wash
3. Shaving cream
4. Deodorant
5. Toothbrush
6. Biscuit/cookie
7. Soap
8. Detergent
9. Hair oil
10. Talcum powder

4. Correctness

- Correct communication is error-free
- It is easy to understand
- It is tailored for the audience
- It uses correct grammar, and states facts and figures accurately



Examples of Correctness



Words to avoid	Preferred words
ain't	isn't, aren't
can't hardly	can hardly
aim at proving	aim to prove
couldn't able to	could not/couldn't
irregardless	regardless
why because?	why?

Examples of Correctness



Commonly confused words	Commonly misused words
accept, except	between and among
their, there, they're	in and into
whose, who's	regard and regards
further, farther	say and tell; said and told
appraise, apprise	see and watch
around, round	each and every
comprise, compose	flout and flaunt
to, two, too	can and may
it's, its	quite and quiet



Correct

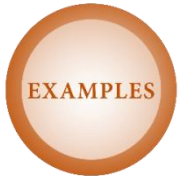
Write a short note (100 words) to the digital marketing team head to expedite the ad copy for a product that is due for launch next week.

5. Coherent

- Communication that is coherent is also logical.
- A coherent message has a logical sequence with all the points made being connected to the main topic.
- The tone and flow of the communication is consistent throughout the message.
- The words are arranged correctly to convey the intended meaning.



Examples of Coherence



Credit cards are convenient, but dangerous. People often get them in order to make large purchases easily without saving up lots of money in advance. This is especially helpful for purchases like cars, kitchen appliances, etc., that you may need to get without delay. However, this convenience comes at a high price: interest rates. The more money you put on your credit card, the more the bank or credit union will charge you for that convenience. If you're not careful, credit card debt can quickly break the bank and leave you in very dire economic circumstances!



Coherent

Write a short note requesting a meeting with your team mates to discuss a Corporate Social Responsibility (CSR) initiative.

6. Completeness

- Communication must be complete in all respects
- A message is complete when it contains all the information or details the listener or the reader requires for the desired action
- A message with incomplete details/information will not bring a desired response
- It must contain a call to action
- One way to make your message complete is to ask the 5 W and 1 H questions Who, what, when, where, why and how.



Examples of Completeness



To reserve a hotel banquet room, specify the accommodation needed (What), location (Where), Sponsoring organisation (Who), date and time (when), event (why), and other necessary detail (How).

Example:

We would like to book a banquet hall at The Trident, Gurugram. This booking is to be made in the name of Airbus Industrie. The hall will be required from 7 – 9 March 2019 (8:00 am to 9:00 pm) for a promotional extravaganza. The total number of guests who will be present is 250. The booking includes breakfast, lunch and dinner for the guests to be served from a curated menu. Please confirm the booking by return email. All payments will be made through the online mode.

For any clarification you may email hr@airbusindustrie.in.

Exercise



Complete

Identify the misused word in the sentences. Write the corrected word in the space provided below the passage:

- ¹ Did you ever daydream about writing you're life story?
- ² Do you think that your life is too dull, or you can't right?
- ³ Anyone's life story is filled with fascinating events, and writing them down in the best way you no can give you a sense of accomplishment and, perhaps, leave a valuable inheritance to your family.
- ⁴ The first thing to do is to buy a lose-leaf notebook.
- ⁵ Each page of the book should be titled with a significant milestone in your life—from your first dog to your proudest moment.
- ⁶ You should than jot down a few key words in the book whenever a memory comes back to you.
- ⁷ The idea is not to begin with "I was born . . ." and try to write a chronological history of your hole life.
- ⁸ Just delve into your passed at random; one memory will trigger another.
- ⁹ It will become quiet easy after a while.
- ¹⁰ Its also important to write in your own language.
- ¹¹ Plane, honest writing is the goal.

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____ 9. _____
10. _____ 11. _____

Exercise – Answer Key



Complete

Answer Key

- ¹Did you ever daydream about writing your life story?
- ²Do you think that your life is too dull, or you can't right?
- ³Anyone's life story is filled with fascinating events, and writing them down in the best way you can give you a sense of accomplishment and, perhaps, leave a valuable inheritance to your family.
- ⁴The first thing to do is to buy a loose-leaf notebook.
- ⁵Each page of the book should be titled with a significant milestone in your life—from your first dog to your proudest moment.
- ⁶You should then jot down a few key words in the book whenever a memory comes back to you.
- ⁷The idea is not to begin with "I was born . . ." and try to write a chronological history of your whole life.
- ⁸Just delve into your past at random; one memory will trigger another.
- ⁹It will become quite easy after a while.
- ¹⁰It's also important to write in your own language.
- ¹¹Plain, honest writing is the goal.

1. your 2. write 3. know 4. loose 5. _____ 6. then 7. whole 8. past 9. quite 10. It's 11. Plain

7. Courteous

- Courtesy is the hallmark of business communication
- Use of words such as please, thank you, etc., are appreciated
- Courtesy nurtures goodwill and strengthens relations
- This type of communication is friendly, open and honest.
- Use expressions that convey respect, thoughtfulness and appreciation
- Use non discriminatory expressions taking care to respect race, creed, religion, gender, etc.



Examples of Courtesy



1. Hi Drew,

I understand that the IT team is swamped with work and gets requests from every department in the organisation. My team however is working on a high-priority project and I would greatly appreciate if you could ask your team members to respond to my team's queries promptly and help us complete this project on time. Please do let me know if you need anything from me.

Regards
Stanley

2. "I wanted to take a moment to say how much I appreciated the great insight you offered at this morning's brainstorming session. Your idea got us all energised about the road ahead, and is just the kind of innovative thinking we needed to push our project to the next level."

Source: 1. <https://www.invensislearning.com/blog/7-rules-of-effective-communication-with-examples/> ;

Source: 2. <https://www.slideshare.net/aroobabaig/courtesy-7cs-of-communication>

Exercise



Courteous

Write a short note to a team member scheduling a feedback session.

7 Cs of Business Communication



Self Assessment Question

1. Which quality of communication focuses on brevity?
 - a. Complete
 - b. Concrete
 - c. Concise
 - d. Correct

Answer: Concise



Self Assessment Question

2. Which quality of communication ensures that it is friendly and honest?

- a. Courteous
- b. Concrete
- c. Clear
- d. Concise

Answer: Courteous

7 Cs of Business Communication



Self Assessment Question

3. This quality of communication ensures people do not have to read between the lines.

- a. Courteous
- b. Concrete
- c. Clear
- d. Concise

Answer: Clear



Self Assessment Question

4. Which quality of communication ensures there are no errors in the text?

- a. Courteous
- b. Concrete
- c. Correct
- d. Concise

Answer: Correct

7 Cs of Business Communication



Activity 1 – Presentation (group activity)

The class will be divided into 7 groups. Each group will make a presentation on one C of Business Communication.

Preparation time: 10 minutes

Presentation time: 3 minutes

7 Cs of Business Communication



Activity 2 – Skit (group activity)

The class will be divided into groups of five members each. Each group will come up with a skit highlighting the 7 Cs of business communication. The scenarios for the skit must be business related.

Preparation time: 15 minutes

Skit time: 5 minutes

7 Cs of Business Communication



Document Links

Topic	URL	Summary
The 7 Cs of Communication	https://www.mindtools.com/pages/article/newCS_85.htm	The 7 Cs of communication which make business communication both effective and complete are explained here along with appropriate examples.
The Seven C's of Effective Business Communication	http://www.notesdesk.com/notes/business-communications/the-seven-cs-of-effective-business-communication/	The 7 Cs of communication which make business communication both effective and complete are explained here along with appropriate examples.
7 C's of Effective Business Communication	https://www.invensislearning.com/blog/7-rules-of-effective-communication-with-examples/	The 7 Cs of communication which make business communication both effective and complete are explained here along with appropriate examples.

7 Cs of Business Communication



Video Links

Topics	URL	Notes
7 C's of Communication - Communication Skills	https://www.youtube.com/watch?v=liLNA9Ty_KM	The 7 Cs of communication are explained here
7 c's of communication	https://www.youtube.com/watch?v=I1JHFGNhraA	The 7 Cs of communication are explained here
7 C's of Effective communication	https://www.youtube.com/watch?v=7JZ1v-VwTXg	The 7 Cs of communication are explained here

7 Cs of Business Communication

