

7 C's of Communication

The 7 C's of communication, also known as the 7 principles of communication, are a useful way to ensure good business communication. The 7 C's of communication provide a useful checklist as a result of which both written and verbal communications are conveyed in a clear, simple, target group-oriented, and well-structured manner.

1. Completeness

Communication needs to be complete. The message must be fact-based and a complex message needs additional information and / or explanation. It should convey all the necessary facts and information to the receiver. The sender of the message must take into account the mindset of the receiver and transmit the message accordingly. A complete communication has following features:-

- Complete communication develops and improves the reputation of an organization.
- They save costs since crucial information is not lacking and no additional costs are incurred to transmit additional messages if the communication is completed.
- Complete communication helps better decision-making by the message's audience / readers / receivers as they obtain all the crucial and desired information.

2. Conciseness

A message is clear when the story is consistent and when it contains no inconsistencies. When the facts are mentioned, it is important that there is consistent and supportive information. The systematic implementation of a certain statement also contributes to clear communication.

Conciseness means communicating what you want to convey in as few words as possible. Concise communication has following features:

- It is time and cost saving.
- Underline and highlight the main message as it avoids the use of excessive and unnecessary words.

- It provides a short and essential message in limited words to the audience.

3. Concreteness

This communication is often supported by factual material such as research data and figures. The words used, as well as the sentence structure, can be interpreted uniquely. Nothing is left to the imagination. Concreteness increases the confidence. Concrete message has following features:

- It is backed by specific facts and figures.
- It makes use of words that are clear and that build the reputation.
- Concrete messages are not misinterpreted.



4. Courtesy

In addition to considering the feelings and views of the target group, it is also important to approach the audience in a friendly and courteous manner. The use of terms that show respect for the recipient contributes to effective communication. The same goes for the way you address someone. The sender of the message must be sincerely courteous, judicious, thoughtful and enthusiastic. Courteous message has following features:

- The courteous message is positive and focused on the audience.
- Use terms that show respect for the recipient of the message.
- Courtesy involves taking into account both the views and feelings of the recipient of the message.

5. Correctness

Correct use of language takes priority. The grammatical mistakes should be avoided in written communication and the use of wrong words should be avoided in the oral communication. Correct use of language increases reliability and the receiver will feel that they are taken seriously. Correct communication has following features:

- It checks for the precision and accurateness of facts and figures used in the message.
- It makes use of appropriate and correct language in the message.
- If the communication is correct, it boosts up the confidence level.

6. Clarity

Clarity involves emphasizing one specific message or goal at a time, rather than trying to accomplish too much at once. Clarity in communication has following features:

- Understanding becomes easier.
- Complete clarity of thoughts and ideas enhances the meaning of message.
- Clear messages contain the usage of exact, appropriate and concrete words.

7. Consideration

To communicate well, it is important to engage with the target group and participate. By keeping the audience in mind, the message can be directed towards them. Factors that play a role in this are, for example: professional knowledge, level of education, age and interests.

Try to imagine your audience, their requirements, emotions and problems. Make sure that the self-respect of the audience is maintained and that their emotions are not compromised. Features of considerate communication are as follows:

- Focuses on “you” approach.
- Empathize with the audience and show interest in the audience. This will encourage a positive response from the audience.
- Focus on “what is possible” rather than “what is impossible”. Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.