

EFFECTIVE COMMUNICATION

Effective communication is essential in every aspect of our life, whether it be at home, at work, or with our friends. A person who can communicate effectively will always have an advantage when dealing with people. Fortunately, there is a guideline that one can follow to implement the habit of effective communication. The 7 C's of communication are 7 attributes that you need to keep in mind while communicating your message.

The **7 C's of communication** are as follows:

- Clear
- Concise
- Concrete
- Correct
- Consideration
- Complete
- Courteous

Let us take a look at each attribute in detail with examples for implementation

1.) Clear

Convey your message in an easy-to-understand manner. Use short simple sentences while speaking or writing. The aim is to share your thoughts and ideas with utmost clarity. Clear messages consist of exact and concrete words.

Bad Example

Hi Pete,

I would like to schedule a meeting with you in regards to yesterday's conversation. The topics you covered were great, and I'd like to speak about them in detail. Please let me know when you would like to have this meet.

Regards,

Chris

In the above example, we do not know which conversation Chris is referring to. If Chris had met Pete on multiple occasions that day then he wouldn't know what Chris is actually talking about.

Good Example

Hi Pete,

I would like to schedule a meeting with you in regards to your presentation on email marketing. The topics you covered were great, and I would like to discuss implementation on our current clients. Please let me know when you have the time so that we can discuss it in detail.

Regards

Chris

In this example, the reader knows exactly what is expected of him because the message is clear.

2.) Concise

Concise means to be to the point without using a lot of words. Avoid using filler words like “you see”, “at this point of time”, “a lot of sense”, “kind of”, “what I mean”, and “sort of”. You need to ask yourself if there are any unnecessary sentences and if you have written the same points multiple times. Being concise saves the time of both you and your reader and adds value to your message.

Bad Example

Dear Bharat,

I wanted to talk about the video editing ideas we sort of planned out the other day. Don’t you think it would make a lot of sense to also add additional elements to the videos? I mean, I think that would sort of improve the quality of the videos as well as have a stronger impact on the client’s message.

For instance, we could add a dissolve transition to each movie, which would then give it a seamless flow. This would then make the video cleaner and be more appealing in the minds of the people. The impact would just be a lot greater. This makes a lot more sense according to me.

What do you think?

Regards

Aaron

There is a lot of repetition in this email and it is quite long. The email can be made shorter and to the point.

Good Example

Dear Bharat,

I wanted to discuss the video editing ideas we planned out yesterday. It would be better to add additional elements to the video in order to have a stronger impact on the client’s message.

A dissolve transition would give a seamless flow to each movie and make the videos cleaner and appealing in the minds of the target audience.

What do you think?

Regards

Aaron

3.) Concrete

Concrete messages are clear and usually supported with facts. It gives a laser focus touch to your messages without being vague. There are details in the message without it being too long. A concrete message is solid and specific.

Bad Example

Save time with the Indicator Master Every Day

This kind of tagline does not give the user any details. There are no facts and it's vague. People might not download this application since it's not concrete enough to entice the user.

Good Example

Have you ever been late for a meeting just because you didn't know the train schedule? Hate waiting for a bus because you don't know its timings? Then download the Indicator Master app. It will give you all the train and bus schedules so that you can avoid delays and save time!

4.) Correct

Make sure all your facts and figures are accurate with no grammatical errors. Always proofread your work before presenting it. A correct message with viable facts will add credibility to your work.

Bad Example

Hi Sam,

It was wonderful meeting you last week. I had a good time. I'm sure we will be able to do some great work on this project. Let me know whether you need any supplies from the company and I'll get them delivered as soon as possible.

Thanks again, speak to you soon!

Regards

Desmond

If you noticed in the above email, there are two errors. The first one is the writer has spelled week incorrectly and the second is the use of the word weather instead of whether. Spell checkers don't always work so make sure you proofread everything.

5.) Consideration

Consideration is simply keeping in mind the audiences requirements and views while formulating your message. Follow the 'You' approach when dealing with your audience. Consider their level of education, interests, mindsets, etc. Emphasize what is possible rather than what's not when dealing with them. This will result in positive outcomes during your interactions

6.) Complete

A complete message gives the user all the information and is clear and detailed. When your message is complete, your audience knows exactly what needs to be done. Make sure all the facts you want to convey in your message are accurate and there is a clear call to action present in your message.

Bad Example

Hi Guys,

Please make sure to carry all the items tomorrow for the meeting.

Regards

Amar

The message is clearly incomplete. There are no details as to what items, which meeting, and at what time.

Good Example

Hi Guys,

Just a reminder that we have a meeting scheduled at 10.00 am tomorrow to discuss the Britannia event. Please make sure you get all the event props that need to be presented to the client.

Regards

Amar

7.) Courteous

Being courteous is the most important attribute of communication. Always be friendly and honest. Respect the speaker while you communicate. Even if you have some feedback that needs to be pointed out, it can be conveyed in a constructive manner. A courteous message will leave the speaker in a positive mindset rather than negative one.

Bad Example

Dear Suzie,

I have noticed that there are always delays in the orders. You need to focus on the orders department as a priority. Please get all the orders cleared ASAP!

Regards

Greg

There is a very good chance that the reader will get angry if they receive a message like this. It might result in creating a toxic environment rather than solving any issues. Here is another way you can convey the same message:

Good Example

Dear Suzie,

Thank you for your work at the book fair. I have noticed that there are orders pending which need to be cleared on priority. I would appreciate it if you could focus on getting these cleared so that we can avoid any delays to the customer.

Thanks a lot, and please let me know if you have any questions regarding the same.

Best,

Greg

Now you can see that the same message has been conveyed in a constructive and positive manner. The reader would be more likely to respond positively in this case rather than react.