The Seven C's of Effective Communication

- All the seven C's can apply to both oral and written communication.
- These are also known as principles of communication.
- They are:
- 1. Completeness
- 2. Conciseness
- 3. Consideration
- 4. Concreteness

- 5. Clarity
- 6. Courtesy
- 7. <u>correctness</u>

Completeness:

- Message receivers —either listeners or readers, desire complete information to their question.
- Your message is **complete** when it has all the **facts** and **information** the **reader or listener** needs for the response you desire.
- The completeness offers numerous benefits.
- 1. Complete messages are more likely to bring the desired results.
- 2. Messages that contain information the receiver needs show concern for others.
 - Following guidelines should be kept in mind:

- Provide all Necessary Information
- When you initiate a message, check to make sure you have provided all the information for thorough, accurate understanding.
- Answering all the 5 W's helps make messages clear:

Who, Where, Why, When, What and How.

Answer All the Questions Asked

- Whenever you reply to an inquiry, try to answer all the questions stated and implied.
- Look for questions, some may even appear buried within a paragraph, locate them and answer precisely.
- List all the questions if you are sending an inquiry and answer all the questions if you are receiving the message.

• Give Something Extra, When Desirable:

- •Sometimes you must do more than answer the customer's specific questions.
- •They may not know what they need or how to ask for a particular inquiry.
- •Use your good judgment in offering additional material if the sender's message was incomplete.

Conciseness:

- •Conciseness is saying what you have to say in the fewest possible words without sacrificing the other C qualities.
- •Conciseness contribute to emphasis, by eliminating unnecessary words, you let important ideas stand out.

To Achieve Conciseness, observe the following suggestions:

Eliminate Wordy Expression

- •Use single word substitutes instead of phrases whenever possible without changing their meaning, eg.
- •Wordy: At this time, due to the fact that.
- •Omit trite, unnecessary expression, eg
- •Wordy: allow me to say how helpful your response was.
- •Replace word convention with concise versions, eg.
- •Wordy: please find attached the list you requested.
- •Omit "which" and "that" clauses, eg.
- •Wordy: she bought desks that are of the executive type.

- •Limit use of the passive voice, eg.
- •Wordy: the total balance due will b found on page 2 of this report.

Include Only Relevant Material:

- •You should include only relevant facts.
- •Stick to the purpose of the message.
- •Delete irrelevant words and rambling sentences.
- •Omit information obvious to the receiver.
- •Avoid long introductions, unnecessary explanations, pompous words.
- •Get to the important point tactfully and concisely.

Avoid Unnecessary Repetition:

- •Sometimes repetition is necessary for emphasis.
- •Use a shorter name after you have mentioned the long one.
- •Use pronouns or initials rather than repeat long name acronyms.
- •Use subordinate clauses or phrases.