The 7Cs of Effective Communication

Use this handout to learn how to apply the 7Cs of Effective Communication

Clarity

- Be specific
- Define your purpose
- Organize information
- Avoid jargon
- Confirm that your message is easily understood

Conciseness

- Be direct
- Focus on key points
- Use simple language
- Cut down extraneous content
- Remove repetitive or redundant phrases

Concreteness

- Be precise
- Avoid generalizations
- Provide clear examples
- Make your message vivid and relatable
- Be exact with facts, dates, and figures

Correctness

- Be accurate
- Proofread carefully
- Fact-check information
- Follow standards, policies, or formats
- Ensure your writing is free of grammatical errors

Consideration

- Be empathetic
- Assist proactively
- Focus on others' concerns
- Adapt to situations and preferences
- Avoid misunderstandings with careful wording

Completeness

- Be thorough
- Check for gaps
- Address key points
- Ensure recipients have necessary information
- Ensure your message includes every relevant detail

Courtesy

- Show respect
- Listen attentively
- Be considerate
- Give full attention and reply thoughtfully
- Recognize and thank others for their support