

Essential 7c's Of effective Communication

CONSIDERATE

CONCRETE

CONCISE

COURTEOUS

CLEAR

COMPLETE

CURRENT

Communication Skill

1. Completeness

- a. Provide all necessary information
- b. Answer all questions
- c. Give something extra when desirable

2. Conciseness

- a. Eliminate wordy expressions
- b. Include relevant material
- c. Avoid unnecessary repetition

Communication Skill

Wordy	Concise
Due to the fact that	Because
In due course	Soon
At this time	Now
Few in number	Few
On a weekly basis	Weekly
Inspite of the fact that	Although
Until such time as	Until
Meet together	Meet

Communication Skill

3. Consideration

- a. Focus on you instead of I or we
- b. Show audience benefit or interest in the receiver
- c. Emphasis on positive and pleasant facts

Negative emotion /expression	Transfer into
Anxious	A little concerned/ expectant
Confused	Curious
Destroyed	Setback
Disgusted	Surprised
Failure	Learning
I hate	I prefer
Insulted	Misunderstood
Lost	Searching
Painful	Uncomfortable
Stressed	Busy

Communication Skill

Good word	Great word
Attractive	Gorgeous
Confident	Unstoppable
Curious	Fascinated
Fast	Ballistic
Fortunate	Blessed
Interesting	Captivating
Like	Relish
Nice	Fantastic
Quick	Explosive
Smart	Gifted

Communication Skill

4. Concreteness

- a. Use specific facts and figures
- b. Put action in your verbs
- c. Choose vivid, image building words

5. Clarity

- a. Use precise, concrete and familiar words
- b. Construct simple and effective sentences and paragraph

Communication Skill

6. Courtesy

- a. Be sincerely tactful, thoughtful, appreciative
- b. Use expressions that show respect/regards
- c. Choose nondiscriminatory expressions/words

7. Correctness

- a. Use right level of language
- b. Check accuracy of facts, figures and words
- c. Maitain acceptable writing mechanics