

Seven C's of Business Communication

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The 7 C's



To have an effective communication, the communicator needs to implement the seven Cs which causes to make the reader or listener understood along with feedback easily.

Note: The Seven Cs should be used in both written and oral communication.

The 7Cs :

- ▶ Since each word begins with the letter "C", that is why named 7Cs.

What are the 7Cs?

1. **Completeness**
2. **Conciseness**
3. **Consideration**
4. **Concreteness**
5. **Clarity**
6. **Courtesy**
7. **Correctness**

1. Completeness :

1. Provide all necessary information .
2. Answer all questions asked.
3. Give some extra information.

1. Completeness :

1. Provide all necessary information.

➤ Answer all five questions .

- What
 - When
 - How
 - Where
 - Why
- happened?



1. Completeness:

- ▶ For example, you hire somebody for your organization through OLX Website.
 1. What qualities are you looking for in a person?
 2. Why do you need such a person?
 3. How should he or she act?
 4. When do you need such a person?
 5. Where do require this particular person to be?

1. Completeness:

- ▶ Give some extra information as:
 - Thanks for your interest to join organization.
 - Or for more information contact:
 - You are most welcome to visit all departments.

2. Conciseness:

- A. Stating a few words to share a huge comprehensive meaning.

How to do so?

1. Eliminate wordy expression
2. Include only relevant information
3. Avoid all unnecessary repetitions

2. Conciseness:

B. Eliminate wordy expressions:

- Single word should be preferred instead of phrase. For example;

Due to the fact----- Because

At this time ----- Now

- Omit from adjective clause relative pronouns such as "which" or "That".

For examples:

The salaries which are not paid to you(Incorrect)

The unpaid salaries. (Correct)

The man that is retired is..... (Incorrect)

The retired man is.....(Correct)

Conciseness



C. Omit unnecessary prepositions :

For examples,

The policy of company.

Pre

The company policy.

The teacher of English.

English Teacher.

2. Conciseness:

D. Include only relevant material :

Stick to the purpose of message:

Avoid from a long descriptions such as,

Herby we would like to present our appreciation for your
great and distinguished services.

SAY-----

We appreciate your outstanding services.

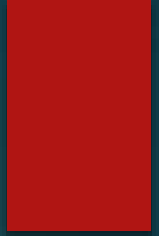
2. Conciseness:



E. Avoid unnecessary repetition :

- Use shorter names such as, Abasyn University -----Say ----- AU.
- Use pronouns instead of nouns, AHMAD -----Say or write He-----

3.Consideration:



Preparing the message according to the mind of the receiver.

A good communicator always tries to inculcate the idea as others want or wish to get the message.

This only happens if the communicator uses words or expressions which others understand.

3. Consideration:



1. Focus on “you” instead of “I” and “we”-This is called You attitude.

I am delighted to inform you You are selected as our vendor
We will deliver the generator You will receive it in your
company premises

3. Consideration:

Don't use (You) in negative situations: Name the third person while indication.

For examples: If you are beaten, whom would you ask for?

SAY----- If you someone is beaten, who he or she would ask for?



Don't use negative expressions, use positive expressions So that you would not hurt someone's feelings.

Ex:

We can not open account for you providing that you are not having identity card.

SAY-----As soon as you get the identity card, you can open your account.

4. Concreteness:

- ▶ Means that a message is specific, definite and exactly related to the point.
- ▶ If a message lacks these qualities , it will be vague and general.
- ▶ To achieve concreteness, denotative words will be used instead of connotative words.

Denotative words

- ▶ Are those words which give the Exact definition of the words.
- ▶ How ?

When you check a word in dictionary the most important thing you want to know is its basic meaning, however there are many other aspects of meaning that we are not aware of.

For example:

Concern contains the following meanings :

1. Be about =
2. Worried =
3. Firm =

Connotative meaning:

- ▶ Are those words which give further meaning of a word. There are numerous words that have different meaning from the usual definition.
- ▶ Tiger 1. animal 2. A brave person

4. Concreteness:



1. Use specific facts and figures

Always use specific facts and figures in your message.

For example:

unclear: Please send us the following items by the end of this month.

Clear: The following items should reach us on or before 21 May.

4. Concreteness:

2. Put active verbs in a sentence:

For example:

- ▶ Passive: The proposal was approved.
- ▶ Active: The general manager approved the proposal.

He paid me the check.

Concreteness:

- ▶ Active verbs also make sentences specific , personal and concise.
- 1. Specific . " The chief executive decided" is more explicit than " A decision has been made."
- 2. Personal: " You will note " is both specific and personal;" it will be noted " is **impersonal**.
- 3. Concise :The passive requires more words and there far slow both writing and reading . Now compare them.
" Figures show" with "it is shown by figures."

5. Clarity:

- ▶ Means conveying the message clearly so that the receiver will understand what you are trying to convey.
- ▶ So choose precise, concrete and familiar words.
- ▶ Clarity is achieved if you use familiar and conversational words.

5. Clarity:

- ▶ Choose Simple, Concise and conversational words.

Simple words

Instead of these

- A substantial segment
Of the population
- Affords an opportunity
- Approximately
- Are fully cognizant of

Choose these words

Many people

Allows

About

Know

Concise words:

Concise words

Instead of these

Choose these words

- | | |
|-----------------------------|-----------|
| ➤ Arrived at the conclusion | Concluded |
| ➤ At a later date | Later |
| ➤ At the present time | Now |
| ➤ Due to the fact | Because |

Conversational words



Conversational words

Instead of these

Choose these words

- Acknowledge receipt of Thank you
- At the earliest possible date as soon as you can
- as per our conversation as we discussed

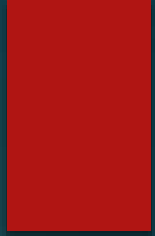
6. Courtesy:

- ▶ Is a quality that enables a request to be refused without killing all hope of future business.
- ▶ Misperception : Courtesy does not mean the use of old- fashioned expressions such as ' your kind enquiry' thank you'.
- ▶ It is politeness that grows out of respect and concern for others.
- ▶ It also means replying promptly and quickly to all letters. If you feel your correspondent's comments are unfair, try to answer tactfully .

6. Courtesy:

- ▶ The following are suggestions for producing a courteous tone.
- ❖ Be sincerely tactful, Thoughtful, and appreciative
- ❖ Use expressions that show respect
- ❖ Choose nondiscriminatory (Unbiased-Unprejudiced) expressions

6. Courtesy:



Be sincerely tactful and appreciative:

Sometimes you have to deal with unpleasant messages. Always remember that by using tact and being thoughtful you can convey anything , however unpleasant it may be to your reader.

Use expressions that show respect:

Expressions like, irresponsible ' or ' I don't agree with' etc, are annoying .Use expressions that show respect such as you are right but.....

6. Courtesy:

Choose nondiscriminatory expressions:

Courtesy also requires use of nondiscriminatory ' expressions that refer to any particular , gender , race , ethnic, origin, etc.

6. Courtesy:

Instead of these

- Businessman
- Chairman
- Manpower
- Newsman
- Salesman

Choose these words

Businessperson
chairperson
worker
Newscaster, journalist
salesperson, agent

7. Correctness:

The correctness principles is more than proper grammar, punctuation and spelling.

Mistakes are never intentional , however they can spoil our image

Errors in the messages fall in the following categories.

- ❖ Mistakes in names, figures, facts and words
- ❖ Mistakes in Punctuation and capitalization
- ❖ Mistakes in the level of language

7. Correctness:

Mistakes in names, figures, facts and words

Any mistakes in names figures, facts, etc, can make your message unclear. Such mistakes can create problems for you .

Imagine if you write 2000 where you were supposed to write 200.

7. Correctness:

2. Maintain acceptable writing mechanism

- ▶ Grammar check
- ▶ Spell check

Note:

Discussion

Assignment!!!!