

7 Cs Of Communication

**How To Make Your
Communication Effective**

What is Communication?

- **Communication is a process of transmitting and receiving verbal and nonverbal messages.**

When do we communicate?

- **Always!**

When is Communication Effective?

- **Communication is effective only when achieves desired objective or response from the receiver.**

Importance and Benefits of Communication

- **To be able to do your work effectively, you need to communicate.**
- **Unless you are able to communicate effectively , you may not be able to leave a positive impression.**

Concepts and Problems in Communication

- **Human Beings are different, and understand messages differently.**

Each person's mind is a unique filter, therefore problems more likely occur when communicators; filter are sharply different .

7Cs of Communication

- **Basic rules that help you frame your communication sentences more effectively, both verbal and written to enable a better response from the listener/reader.**

7Cs of Communication

Completeness

Conciseness

Consideration

Concreteness

Clarity

Courtesy

Correctness

Completeness

- Completeness involves 3 points:
 - a. Provide all necessary information
(5Ws= Who, What, When, Where, Why)
 - b. Answer all questions asked
 - c. Provide something extra when desirable

Conciseness

- Using fewest possible words without sacrificing other Cs

Here also we have 3 components:

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

Consideration

- Means preparing every message with the audience (receiver) in mind.
 - do not lose temper
 - do not accuse
 - do not char them without facts

Concreteness

- Being specific, definite and clear, rather than vague and general
 - a. Use specific facts and figures
 - b. Put action in your verbs
 - c. Choose clear, image-building words

Clarity

- Transferring exactly what's in your mind into the other person's
 - a. Choose precise, concrete, familiar words
 - b. Construct effective sentences and paragraphs

Courtesy

- Being aware of others' perspective, including their feelings.
 - a. Be sincerely tactful, thoughtful and appreciative
 - b. Use expressions that show respect
 - c. Choose nondiscriminatory expressions

Correctness

- Proper grammar, punctuation and spellings.
 - a. Use the right level of language
 - b. Check accuracy of words / figures
 - c. Maintain acceptable writing mechanics
 - d. Avoid substandard words (ain't, gonna, irregardless, gotta etc)

Communication and Ethical Issues

- People learn about your Ethics from your behaviour.

Model Ethical behaviour is an important managerial tool!

Thank You