

## Good Communication in Seven C's

Good communication skills are obviously a very valuable employability characteristic. The work environment responds positively to effectively communicated ideas, knowledge and company-related proposals. Especially in this fast-paced era where technology has made connecting people so much easier, more is expected of employees.

Job advertisements in print and online often include good communication skills as prominent parts of the job requirement. Not only is this important in business leadership situations but good oral and/or written communication skills are almost always a prerequisite for job promotion and career growth. Seven "C's" are identified as qualities of good communication. The following can even serve as an easy-to-remember checklist you can refer to before you deliver your message.

- Save yourself the time and effort by avoiding wordy lines - eliminate repetitive or "filler" words.
- Make your message more appealing and comprehensible by leaving in only what is essential to your audience.
- Go right into the "meat" of it without sacrificing completeness.

### Conciseness



- Plan what you say and don't miss any relevant facts - add details as needed.
- Your message should answer all of their questions on the issue and get you your desired response.
- Especially if there's a decision to be made, completeness means giving them all the info they need.

### Completeness



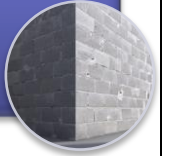
- Put yourself in their shoes. Consider their feelings, mindset, and other possible reactions to your message.
- Appeal to their needs and interests through your words/examples.
- Projecting positivity will help put them at ease and keep them open-minded about what you're saying.

### Consideration



- Be specific as to what you mean - use examples if you have to.
- Avoid being obscure and general; make the issue as vivid as possible to your audience.
- Use words so that they can picture what you're describing in their minds. Add adjectives to make your message more "colorful."

### Concreteness



- Words like "please," "thank you" and "appreciate" can go a long way.
- Foster goodwill by being polite. Be empathetic to their needs.
- Avoid hidden insults or using a passive-aggressive tone. Some people add a dash of sarcasm, but this is ideal if used only to add humor or prove a point.

### Courtesy



- Make sure you aren't making any spelling or grammatical errors.
- Consider your audience - use the appropriate language; choose your words carefully and with sensitivity.
- Go for precision and accuracy in the facts and figures you're presenting - making a mistake would lower the impact of your message.

### Correctness



- Emphasize one specific message, goal or idea at a time.
- Enhance the meaning of your message by avoiding vague or hard to understand technical terms.
- Avoid the possibility of misinterpretation. As much as possible, your audience shouldn't have to "read between the lines."

### Clarity



#### References:

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