

What Are the 7 Cs of Communication?

The 7 Cs of communication are the principles for making your ideas more impactful and practical. It leads to understandable and effective communication. It can be complicated to improve your communication skills without exercising the principles of 7cs. You will see the differences and recognize their importance once you practice them.

Clarity: Simplicity & Organization.

Don't: Use jargon or complicated words without explaining them.

Bad example: "The F.A strategy is not working out with the CBI approach."

Do: Make sure your message is clear and words are explained if necessary.

Good example: "The Formative Assessment strategy (F.A) from Marta is not working out with the Content Based Instruction (CBI) approach adopted."

Conciseness: Get to the Point.

Don't: Drag on and use unnecessary words.

Bad Example: "In order to possibly determine the outcome of the situation that we're currently looking at, we might need more data."

Do: Get straight to the point.

Good Example: "We need more data to determine the outcome."

Concreteness: Specifics Instead of Generalizations.

Don't: Be vague or ambiguous.

Bad Example: "We had ood collaborations last year."

Do: Use specific details and facts.

Good Example: "Our Erasmus+ collaborations were successful with schools from Poland, Spain and Norway last year."

Completeness: No Necessary Information is Missing.

Don't: Leave out crucial details or information.

Bad Example: "Send me the files."

Do: Provide all necessary details.

Good Example: "Please send me the report files from March by the end of the day."

Correctness: Facts & Proofreading.

Don't: Use incorrect grammar or misinformation.

Bad Example: "There research shows that communication skills are important."

Do: Cite source, or where the info comes from and check grammar.

Good example: "There is research in 2024 by the Council of Dutch Education backing up the fact that communication skills are crucial for students' relationships skills."

Courtesy: Politeness.

Don't: Be blunt or insensitive.

Bad Example: "Your report was wrong."

Do: Use polite and respectful language.

Good Example: "I think there might be some inaccuracies in the report. Let's review it together."

Consideration: Empathy and Active Listening.

Don't: Jump to give advice, interrupt the person while speaking.

Do: Listen attentively and clarify what is being said to listen to understand and not to reply.

Cutlip, S.M., Center, A.H., and Broom, G.M. (2013). 'Effective Public Relations' 11th edn. New York: Pearson Education, Inc.