

## **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.

### **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.

### **How would you rephrase this previous bad example?**

### **Concreteness: Specifics Instead of Generalizations.**

Don't: Be vague or ambiguous.

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

Do: Use specific details and facts.

### **How would you rephrase this previous bad example?**

### **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.

### **How would you rephrase this previous bad example?**

### **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.

**How would you rephrase this previous bad example?**

**Courtesy: Politeness.**

Don't: Be blunt or insensitive.

Bad Example: "Your report was wrong."

Do: Use polite and respectful language.

**How would you rephrase this previous bad example?**