

7 C'S OF COMMUNICATION



Completeness

Communication conveys all facts required by your audience.

Correctness

Communication is free of grammatical and spelling errors.

Conciseness

Communication is short. It does not include unnecessary or wordy expressions.

Courtesy

Communication is friendly, open, honest, and respects the audience.

Consideration

Considers your audience. Focus on "you" rather than "I" or "we".

Concreteness

Communication is exact instead of general and "fuzzy".

Clarity

Communication includes correct use of words and appropriate sentence and paragraph structure.

