



## The Seven C's of Communication

The "6 Cs of Communication" is a framework that highlights key elements essential for effective communication. While different sources may offer slightly different interpretations, here is a commonly accepted breakdown:



1. **Clarity:** Communication should be clear and easy to understand. Use straightforward language, avoid jargon or technical terms when unnecessary, and ensure your message is concise and to the point.
2. **Conciseness:** Keep your message brief and focused. Avoid unnecessary details or long-winded explanations that may need clarification or be unclear to your audience. Get to the point quickly and efficiently.
3. **Concreteness:** Make your message specific and tangible. Provide concrete examples or details to support your points, making your message more relatable and memorable.
4. **Correctness:** Ensure accuracy and correctness in your communication. Use proper grammar, spelling, and punctuation to convey professionalism and credibility. Double-check facts and information before sharing them.
5. **Courtesy:** Show respect and consideration towards your audience. Use polite language, listen actively, and be mindful of cultural differences or sensitivities. Maintain a positive and respectful tone throughout your communication.
6. **Completeness:** Provide all necessary information to ensure understanding and avoid confusion. Anticipate your audience's questions and concerns and address them proactively. Be thorough in your communication to leave no room for ambiguity.
7. **Caring:** If you've attended one of our Leadership and Management programmes, you will know that our foundation of Emotional Intelligence, along with our very own Moccasin Approach®, emphasises how important genuinely caring for our people is.

The more we show our genuine interest in others, learn more about their world and what it is like to live in it, have their back, support them, and manage to get the best from them, the more their motivation will come from within.



By incorporating these principles into your communication practices, you can enhance clarity, effectiveness, and overall impact, whether you're speaking, writing, or engaging in other forms of communication.

**"If we can't get our communication right, everything else is less effective."**

