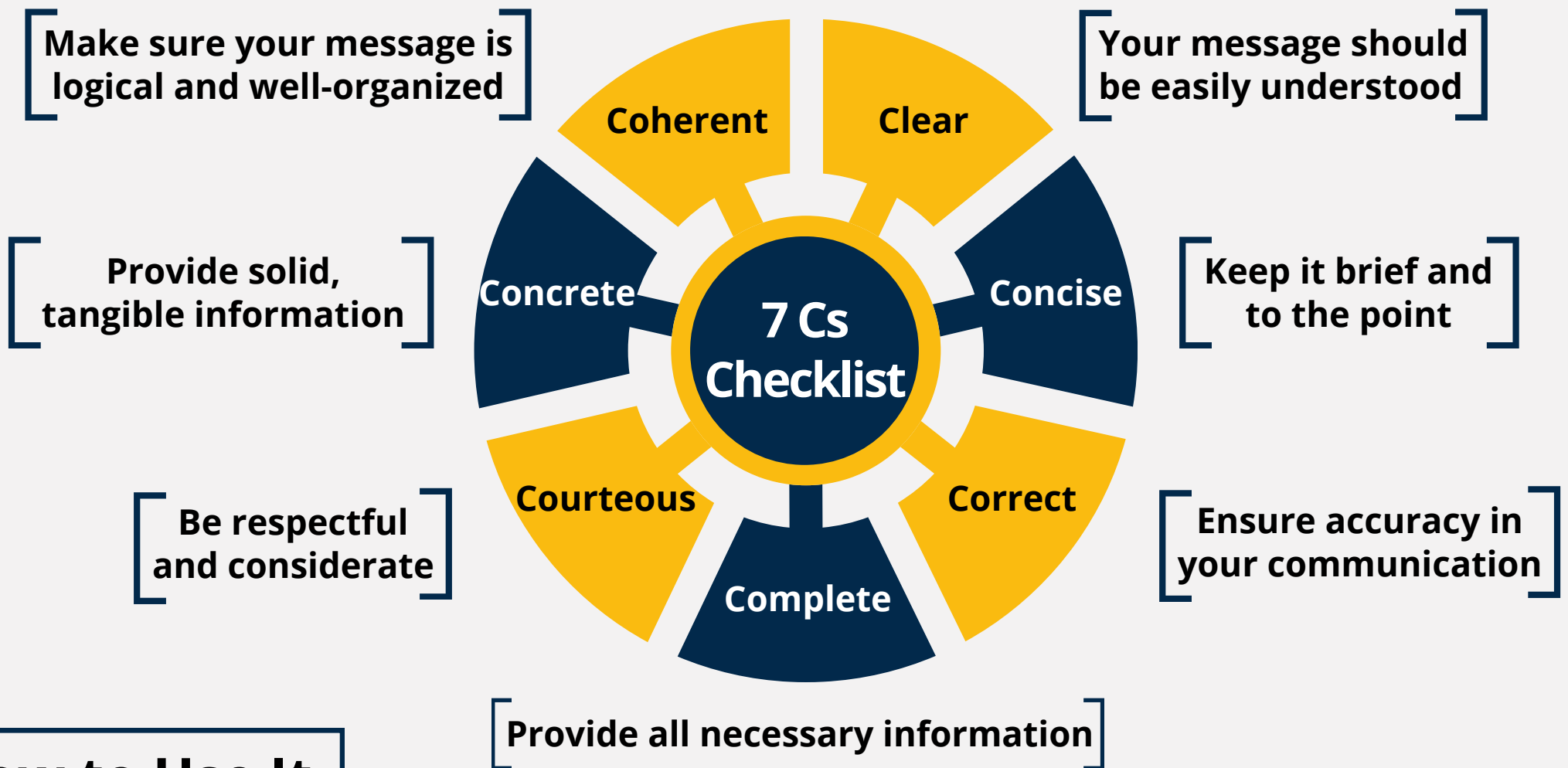


7 Cs OF COMMUNICATION



@Justin Mecham

How to Use It

1. PLAN

Before communicating, think about your message and how to convey it using the 7 Cs.

2. REVIEW

After drafting your message, review it against the 7 Cs.

3. FEEDBACK

Seek feedback from others to ensure your message meets these criteria.

4. ADJUST

Make necessary adjustments to align your message with the 7 Cs.

Using It At Work



Clear: In a team meeting, state the project goals in simple terms.



Concise: Send a brief email summarizing key points from a meeting.



Concrete: Provide specific examples when explaining a new process.



Correct: Double-check data in your reports to avoid errors.



Coherent: Ensure your presentation follows a logical sequence.



Complete: Include all required attachments and information in your email.



Courteous: Acknowledge your team's efforts and show appreciation in communications.

Using It In Our Personal Lives



Clear: Clearly express your feelings and needs in conversations with family and friends.



Concise: Keep your messages brief when texting or emailing loved ones.



Concrete: Give specific details when planning activities or events.



Correct: Share accurate information to avoid misunderstandings.



Coherent: Ensure your stories or explanations make sense and flow logically.



Complete: Include all relevant details when sharing important news.



Courteous: Be polite and respectful, even in disagreements.

