

THE 7Cs OF EFFECTIVE COMMUNICATION

CLEAR

CONSIDERED

CORRECT

COURTEOUS

CONCISE

COHERENT

COMplete

CLEAR

Clarity is the absence of ambiguity, doubt, and confusion, and can be achieved just as much from what you don't send as from what you do.

CONSIDERED

It's about getting your message across succinctly, being thoughtful, and acknowledging that there isn't a "one size fits all" approach.

CORRECT

Your messages should always be correct to maintain your professional integrity and (externally) trust in the brand.

COURTEOUS

Beyond using polite, professional language, being courteous is about understanding your audience, how they like to be communicated with, and what tone of voice to use.

CONCISE

Being concise is about being brief but comprehensive, to avoiding waffling, boring your audience, and even veering off into other unrelated matters.

COHERENT

If you're about to hit send on a really long message, the chances are you need to revisit how considered and concise your message is.

COMPLETE

Put yourself in the shoes of the audience to say what potential questions might come out of this, so you can pre-empt those and include them.