

## The Seven C's of Communication

These skills can be applied to any form of communication: a written research paper, an oral presentation, an online discussion, or speaking with and emailing someone on campus. These skills can also be applied to a range of professional settings whether on campus or in the professional world. Learn the guidelines of the seven C's so you can be a better communicator!

### 1. Clarity

*Clear writing and presentations allow your audience to understand your intended message. Consider your choice of words and structure to have your message as simple to follow as possible.*

### 2. Completeness

*Be sure to include all required components and answer all questions that your audience may have. Your message should be complete enough for your audience to take action and/or respond.*

### 3. Conciseness

*Be brief where you can so your message is not drawn out to confuse your audience. Avoid including lengthy explanations that do not add or improve your message. Be concise enough while providing all of the necessary information to be complete, it can be a balancing act.*

### 4. Concreteness

*Reinforce your words with facts and figures to eliminate the possibility of your audience misunderstanding or questioning your message.*

### 5. Correctness

*Make sure that the message you are sending is correct containing accurate information. Utilize reliable sources when gathering research for your message. When providing this information for others, be sure you grammar, spelling, and punctuation is correct as well.*

### 6. Courtesy

*Respect others and remember that your communication reflects directly on you. Be sure your overall tone and approach is always professional and courteous to others who may be hearing/reading it.*

### 7. Creativity

*Use your voice to interpret and relay information in a way that suits you best. Be creative in your approach to the message and how you portray it to keep you audience interested and allow for the portrayal to reflect you.*

***Use these questions to help effectively express your ideas!***

**What** do you need to communicate? (*presentation, portfolio, idea, etc.*) \_\_\_\_\_

\_\_\_\_\_

**Why** is this important to communicate with others? \_\_\_\_\_

\_\_\_\_\_

**Who** do you need to communicate this with? (*faculty, other students, a group, etc.*) \_\_\_\_\_

\_\_\_\_\_

**What form** of communication will be most effective? (*PowerPoint, discussion, etc.*) \_\_\_\_\_

\_\_\_\_\_

**How** can you supplement this form of communication so your audience can better understand? \_\_\_\_\_

\_\_\_\_\_

**What messages** could be misunderstood in your communication? \_\_\_\_\_

\_\_\_\_\_

**Roadblocks in Communication**

**What is your biggest struggle in communicating?** (*nervousness, being misunderstood*) \_\_\_\_\_

\_\_\_\_\_

**What is your worst habit during communication?** (*interrupting, not listening*) \_\_\_\_\_

\_\_\_\_\_

**How can you criticize someone without it judging them?** \_\_\_\_\_

\_\_\_\_\_

**How can your body react in a positive way during communication?** \_\_\_\_\_

\_\_\_\_\_

**How can you capture an audience to pay attention to you?** \_\_\_\_\_

\_\_\_\_\_

**Communication in Conflict**

**Define problem:** \_\_\_\_\_

\_\_\_\_\_

**Who is involved:** \_\_\_\_\_

\_\_\_\_\_

**Construct an "I" message:**

I feel \_\_\_\_\_

(*state the emotion you are feeling, ex: hurt, angry, disappointed, upset, etc.*)

when you \_\_\_\_\_

\_\_\_\_\_

(*state the facts about what the person did*)

and I want \_\_\_\_\_

(*state what you want from the person*)

**Explore solutions:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Plan for implementation of solution:**

\_\_\_\_\_