



The 7 C's of Communication

1

Be Clear

Keep your message focused. A single, direct idea makes your message stronger, easy to understand, and avoids confusion.

2

Be Concise

Keep your message short, avoid repetition, and remove filler words like “kind of” or “basically.”

3

Be Concrete

Make your message clear and easy to understand. Keep details simple, use a few strong facts, and keep everything centered on your main idea.

4

Be Correct

Look things over carefully, checking for mistakes. Clean, error-free messages look professional and polished.

5

Be Coherent

Keep each point connected to the topic. This helps keep the tone and flow of your message consistent.

6

Be Complete

Share the details people need so they can act confidently. For example, make sure meeting reminders have a place, time, purpose, and ask for a reply to confirm.

7

Be Courteous

Keep your tone friendly and honest, steering clear of any passive-aggressive wording and insults. Show you understand your audience's needs.

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