

EFFECTIVE COMMUNICATION

Why is effective communication important?

Effective communication is vital as it reduces misunderstandings, fosters a positive work environment, breaks down communication barriers, and promotes teamwork. This clarity in exchanging ideas and concerns helps in resolving conflicts and enhances collaboration, leading to more efficient and harmonious interactions.

The 7 C's of Good Communication

- 1 Clear**
Provide accurate, straightforward explanations and definitions
Example: "We need to reduce costs by \$1 million by the end of the quarter."
- 2 Concise**
Get to the point quickly without being redundant or wordy
Example: Use bullet points instead of long paragraphs
- 3 Concrete**
Use specific examples, numbers, and facts
Example: "Sales increased by 12% last month compared to the same period last year."
- 4 Correct**
Check for accurate information, proper spelling and grammar
Example: Have a colleague proofread your email before sending
- 5 Courteous**
Use a polite and professional tone
Example: Say "please" and "thank you." Avoid harsh language
- 6 Complete**
Provide all relevant details and context
Example: Include an attachment with more information for those who need it
- 7 Constructive**
Offer helpful suggestions and solutions
Example: "Here are three things we can do to solve this problem..."

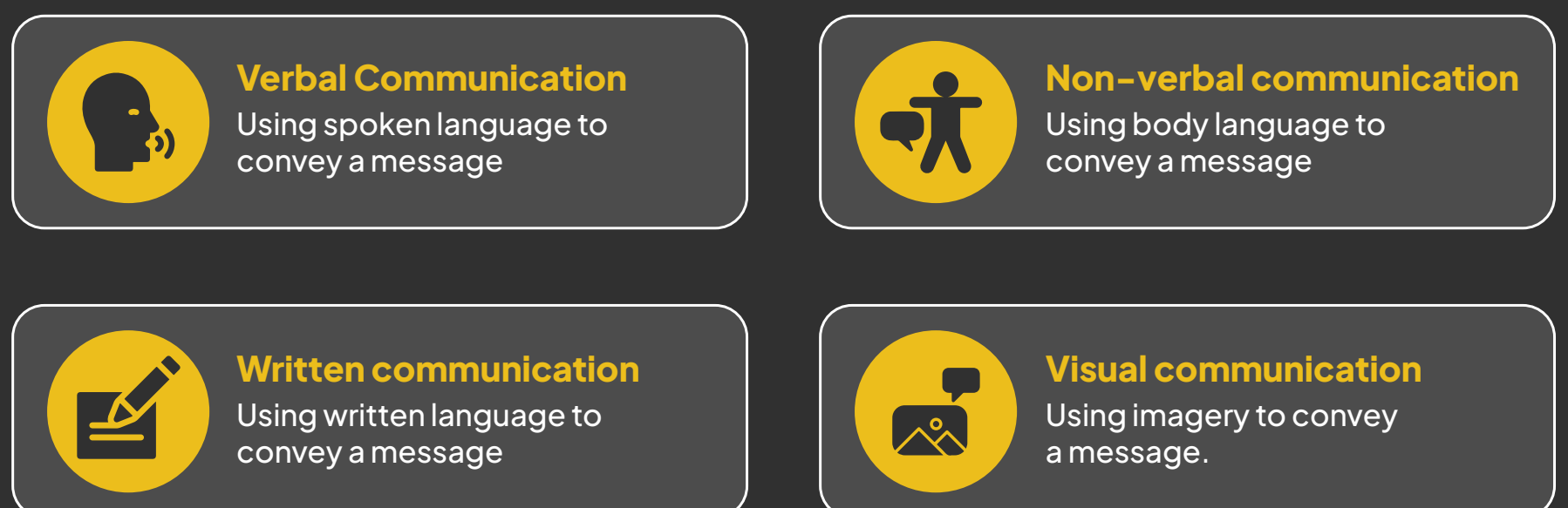
Six elements of effective communication



Six elements of effective listening



Four Main Types of Communication



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