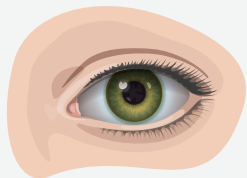


THE 7 C'S OF CLEAR effective communication

A list of principles for written and spoken communications.



CLARITY

Be clear about the goal and purpose of your message, don't try to tackle too much at once.



CORRECT

Make sure your message is accurate, factual and has no grammatical errors.



CONCISE

Convey your message in the least possible words, keep to the point and keep it simple.

CONCRETE

BE CLEAR AND PROVIDE DETAIL. AVOID BEING VAGUE OR TOO GENERAL.



COURTESY

Be expressive and respectful. The message should be sincere, polite, friendly, reflective and open.



CONSIDERATE

Take the audience into consideration i.e. try to understand the point of view of the audiences view points, background, mind-set, education level, etc.



COMPLETE

Convey all facts required for audience understanding. Be open to answering any questions asked.

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*Not intended to be a substitute for professional medical advice, diagnosis, or treatment.
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