



Worksheet

The 7Cs of Communication

Whenever you need to craft a communication, use this 7Cs checklist to make sure that it's Clear, Concise, Concrete, Correct, Coherent, Complete and Courteous.

For each C, check that you've met each of the three criteria listed, ticking the boxes as you go.

If you have any ticks in the 'No' column, continue to work on your communication until all the boxes are ticked 'Yes'.

Is your communication:

1. Clear?

YES

NO

Do you understand the purpose of your message?

☐☐

Have you minimized the number of ideas in each sentence (one idea is ideal)?

☐☐

Have you avoided ambiguity and made the message straightforward?

☐☐

2. Concise?

Is your communication brief and to the point?

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Have you removed repetition and unnecessary words (e.g., "kind of," "basically")?

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Have you focused on essential information?

☐☐

3. Concrete?

Have you provided a clear, vivid picture for your audience?

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Have you included standout facts and focused on your key message?

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Have you avoided overloading your reader with excessive details?

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4. Correct?

Have you double checked for any mistakes in your communication?

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Have you ensured that there are no spelling, grammar or factual errors?

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Have you made the content professional and accurate?

☐☐



5. Coherent?

YES

NO

Is your message logical and well organized?

☐☐

Are your points clearly connected and relevant to the topic?

☐☐

Is the tone and flow consistent throughout?

☐☐

6. Complete?

Have you provided all the necessary information your audience needs to make decisions or take action?

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Have you been specific when providing details (e.g., meeting location, time and purpose)?

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Have you included any required actions (e.g., requesting a response)?

☐☐

7. Courteous?

Have you maintained a professional, open and honest tone?

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Have you avoided passive-aggressive language or hidden insults?

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Is your communication empathetic to your audience's needs and perspective?

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