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An effective communication takes place when the message sent across by the conveyer is clear and easily comprehended by the receiver and relevant response is fed back to the one who conveyed the message and the flow continues similarly. Source: Kurhan/Adobe Stock Although communication takes place at all times, if it is done effectively is a matter of dispute. For the most part, people don't communicate efficiently, and this has been one of the predominant contributors to interpersonal conflicts. Lack of proper listening, psychological conditions, poor comprehension skills, absence of mind, ambiguity in the message conveyed, and improper usage of words are some of the most frequently occurring mistakes during conversations. So what makes communication effective? What are some of the tips and strategies that can be applied when communicating in general? We are constantly in touch with people, texting, sending emails, creating reports, attending conferences and whatnot. So how can we scale up our communication game? What would make us stand out and seem distinctive in this world swarming with competitors? The 7 C's of Effective Communication The 7 C's of communication is an excellent strategy formulated by Scott Cutlip and Allen Center in the year 1952 in his book "Effective public relations". This came to be utilized by people across the globe and is one of the most operative strategies used to date. It involves the following C's: Completeness Correctness Conciseness Courtesy Clarity Consideration Concreteness These strategies apply to both written and oral communication. The one who is aware of and makes use of these 7C's in a sensible manner can become a good and effective communicator. 1. Completeness This is one of the most significant aspects of effective communication. Completeness refers to giving full information about something rather than just saying it in bits and pieces. It's the right of the recipient to receive access to the whole chunk of information to be able to follow the sender's line of reasoning in regards to the matter being discussed. For example, when Peter told "write a short passage on data science and send me", Shawn couldn't understand the context whatsoever. He had too many questions in his head about the topic, its length and the style of writing, where this piece of writing go etc. Instead, Peter could frame his instructions as "Shawn I want you to write a 100-200 word short essay on the recent trends in data science. Submit it to me by the end of this day. I need it for our blog." Completeness holds much higher salience during the delegation of tasks when the subordinates need detailed instructions to pursue a task at hand. 2. Correctness The genuineness and the value of your speech lie in its correctness and authenticity. It's better to keep quiet rather than talk about something that you aren't so sure of. The correctness of the speech would reflect directly on your personality and so it should be given utmost prominence. The legitimacy of the factual information, the language used and grammar are some of the aspects of correctness amongst others. If your audience spots any errors or blunders in your speech, it is no longer valued and they are likely to be distracted. The credibility of the speaker would also receive a massive hit and therefore the effectiveness of the communication will be compromised. Related: Language Barriers 3. Conciseness Conciseness is to keep the speech short and crisp. Nobody likes listening to someone who delivers long and draggy speeches because people lose interest and attention very easily. When interacting or delivering the speech, the ultimate objective is to make sure that the message is received in its intended form. Lack of conciseness will lead to the loss of essence in the content. Make sure to keep your speech brief and precise. For example, Intended message: "could you please receive Amanda from the airport?" Delivered method: "Yesterday was a tiring day. Last night I couldn't sleep properly. My wife has severe migraine and she's down. I couldn't have breakfast in the morning and I am tired. Amanda has taken her flight from Indonesia last night. She would reach here in some time. It would be nice if someone could pick her up from the airport." In this example, the message was simple. Yet, the sender makes it seem complicated and leaves the recipient feeling puzzled, irritated or exhausted. Also, he may deny the request. Such delivery of a message makes the message lose its value. Related: Semantic Barriers 4. Courtesy Courtesy refers to communicating with politeness, genuineness and respect for the person on the other side of the conversation. It will naturally scale up the value of communication. Courtesy is a tendency which stems out of empathy for people. To be courteous doesn't mean just use polite, magical phrases like "thank you", "sorry", "please" and "excuse me". It also means to be honest, respectful and empathetic of people and not make sarcastic or any other form of passive-aggressive remarks. One classic example would be from the infamous movie "Mean Girls" where Regina would tell a fellow classmate about how she loves the skirt she was wearing. As the girl leaves, Regina would tell her friend Cady how that was the ugliest skirt she has ever seen. This is an example of how you should not communicate. In many instances, people use the power of their intellect and status to belittle the plight of others. This is so especially among those who bully the perceptively weaker ones for their timidity, racial backgrounds, gender, and color among many other aspects. The global star Priyanka Chopra narrates in an interview about her high school days when she was severely bullied by her schoolmates. She was called names like "brownie" for her skin color and her ethnicity so much so that she was forced to have lunch inside a toilet cubicle. Related: Assertive Communication 5. Clarity Clarity is to transfer accurate and easily comprehensible messages to the receiver. Before choosing to talk, be clear about your goals for the conversation. Let the other person know what your objective is for the interaction. To make your speech clear, always use simple language rather than using intricate phrases that would make comprehension difficult. The recipient shouldn't be made to "read between the lines". Even if the content is complicated in nature, try to divide your ideas, distill it and make it as simple and clear as possible as that would make it easy for the receiver to grasp the information well. 6. Consideration Consideration is quite similar to that of courtesy. It means to consider the other person and to address them putting you in their place. In other words, you talk to someone in a way you would want someone to talk to you. For example, if you prefer someone to talk to you with respect and politeness, you would exhibit the same behaviors towards others. Just as that of courtesy, one should be inherently empathetic to be able to show consideration for the other person. When you are considerate, you sincerely regard people's interests and benefits. To be considerate also means to acknowledge the situational factors of the audience that you address. If you are going to give a talk on astrophysics amongst a bunch of seven-year-olds, the only response you would receive would be the sound of yawning and snoring; maybe even a giggle here and there if you're lucky. So when you talk to someone, remember to acknowledge their background such as their age, language proficiency, culture, literacy level, mental state, character, interests etc. so that you may be relatable to your audience and your intended message reaches them successfully. 7. Concreteness Concrete communication denotes your message being specific, meaningful and focused. You don't beat around the bush to get to a point. Rather it is solid and concise. You avoid vague and ambiguous messages and only strive toward making your information well received by the recipient. Your speech is crisp yet brimming with beneficial information. You incorporate factual evidence and figures to enhance the authenticity of your speech. For example, when you say "Depression is a global issue", you don't just bluntly make that claim but also pitch in the statistical values and empirical evidence to support your statement. And now, for your upcoming presentations make sure to follow these strategies and show up your confidence. These effective strategies may take you to the place of success at your workplace. Best of luck! At first glance, the communication process seems simple enough, right? You say a few words to your interlocutor, they understand what you mean and give you a prompt response. But, that's not always the way things go. Say that a joke you make falls flat, and you have to think of ways to redirect the conversation. Or, you use the word "bike" to talk of your love of cycling, but your interlocutor thinks you're talking about motorbikes. These issues occur because the communication process is ever-changing and depends on 8 interconnected factors. In the following sections, we'll explain the process of communication, each of its factors, and the importance of the communication process. We'll also hear from experts who'll share some of their tried-and-true tips on improving the communication process and eliminating miscommunication. Without further delay, let's jump in. The communication process encompasses a sequence of acts necessary for effective communication. These acts ensure the successful transmission of meaning between at least 2 participants, helping them understand each other without issues. However, while the communication process is comprehensive and reliable tool that can help achieve successful communication between 2 or more people, it sometimes isn't as straightforward as it first appears. In reality, effective communication requires careful attention to the 8 interconnected elements that make up the communication process. When properly followed, the communication process can ensure the intended message is conveyed and understood without misinterpretation or confusion. But, this requires a deep understanding of the process and active participation. Let's discuss the communication process and its formative elements. Improve collaboration and cut down on emails by moving your team communication to Pumble. In the book The Process of Communication: An Introduction to Theory and Practice, American communication theorist David K. Berlo writes: "With the concept of process established in our minds, we can profit from an analysis of the ingredients of communication, the elements that seem necessary (if not sufficient) for communication to occur." When Berlo mentions the "concept of process," he references the fact that communication, like other processes, is dynamic and ever-evolving. Take the conversations you have with your coworkers as an example. The topic changes depending on whom you're speaking to, as do your tone of voice and body language. But, some ingredients remain the same with each interaction — the 8 elements of the communication process. These are: Source, Message, Channel, Receiver, Feedback, Environment, Context, and Interference. We'll now examine these elements in greater detail. In the process of communication, the source or sender is the person who speaks in order to create and impart a specific message to their audience. The source may convey their message using verbal language but also through their: Body language, Clothing, and Tone of voice. According to Berlo, communication is virtually impossible without a source: "We can say that all human communication has some source, some person or group of persons with a purpose, a reason for initiating communication." Before speaking or writing, the source has to decide what they want to convey and how they wish to format their message. Then, the source encodes the message using words and putting them in a specific order to achieve the desired meaning. Only after taking these steps can a source deliver the message to the audience. The message is the source's purpose of communication, and during the communication process, the source converts this purpose into speech or text. In The Basics of Speech Communication, Scott McLean describes the message as "the stimulus or meaning produced by the source for the receiver or audience." McLean also emphasizes that the message is more than words strung together by order and grammatical rules. How we format and transmit our message depends on the type of communication we intend to engage in. For instance, in written communication, you can change and reshape a message through: And, as we've mentioned, your appearance and body language during in-person meetings or video conferencing calls can also affect how you communicate your message. Meet with your team on video and get your work done faster with Pumble — the all-in-one communication app. But, there's more to it. Our environment and the context we provide can imbue the message with additional meaning. On the other hand, noise can obscure our intended meaning during the interaction and become a communication barrier. The channel is the manner by which the message travels from the source to the receiver. In his examination of communication models, Berlo touches on channels, stating that: "A channel is a medium, a carrier of messages. It is correct to say that messages can exist only in some channels; however, the choice of channels often is an important factor in the effectiveness of communication." Here's a good example of that — let's take a look at the streaming services you're subscribed to. They are all separate channels and they all combine visual and auditory information to communicate a specific message. When you look away from the screen, you can still hear the program and gather enough clues to understand what's going on. The same goes if you lower the volume. Thanks to subtitles and visual cues, you'll still be able to follow the plot without much trouble. A similar scenario happens in real-time communication. Depending on our purpose and needs, we can choose from several different channels, which could include: Choose Pumble — the all-in-one communication app as your default communication channel and simplify your team communication. As the name suggests, the receiver is the person whose task is to receive the source's message. The receiver is just as important as the source in the communication process because their actions can make or break the interaction. No matter how carefully you choose your words, the communication situation may go awry, as you have no control over how the interlocutor: Interprets the message, Behaves after hearing the message, or Uses their cultural experience and knowledge to participate in communication. The above points determine whether the receiver will choose to provide feedback to the source and actively participate in the communication action. No further communication can occur if the receiver decides not to respond and withholds feedback. Keep in mind that a receiver may not always respond using verbal messages. For example, if you are speaking at a business summit attended by more than 200 people, you'll feel the audience sizing you up. Although the attendees won't voice their opinion on what you're saying, you can modify your performance and add more information to your message by watching the reaction of audience members. Feedback is the response the receiver returns to the source. It may be: Unintentional or intentional and Nonverbal or verbal. Feedback is vital in letting the source know how the receiver has interpreted the message. Another important function of feedback in communication is to give the receiver the chance to: Request additional information or clarification, Support or object to the source's claims, and Inform the source how to modify their approach. The role feedback plays in the communication process cannot be overstated. In the research article Some effects of feedback on communication, Mueller and Leavitt detailed the result of an experiment that dealt with how different levels of feedback affected communication. Their conclusion was that: "Increasing feedback resulted in increasing [communication] accuracy." The environment refers to the mental and physical contexts in which we communicate, both as the sender and the receiver of messages. It encompasses the setting, atmosphere, and conditions that may influence the interpretation and reception of information. For example, if you're in a conference room, your environment might include: Tables, Chairs, Laptops, Windows, and A whiteboard. Psychological aspects of the environment may include whether the topic is discussed in a transparent manner and whether the communication is formal or informal. Element #7: Context While some confuse context for the environment when talking about the communication process, context refers to the: Scene, Setting, and Expectations of the conversation participants. For example, when you head into the office, you expect those present to be smartly dressed and speak and act in a specific way. Thus, anyone wearing a t-shirt and shorts would stick out like a sore thumb. That's because context dictates how formal or informal the environment should be. During work meetings, someone's position and expertise affect when and how they will speak, as well as what they will speak about. During short breaks, everyone is free to quickly catch up or talk about informal topics. But, when the meeting resumes, all off-topic conversations cease. Pumble Pro Tip As a crucial element of the communication cycle, context is also vital in cross-cultural communication. Namely, the cultural context we inherit and learn through experience affects how we convey messages. For more information on cross-cultural communication and cultural context, check out this detailed blog post: How to Perfect Cross-Cultural Communication at the Workplace The final component of the communication process, interference, is also sometimes called noise. Interference or noise can be anything that distorts or modifies the intended meaning of a message. If your desk is by the window, you likely see billboards and commuters and hear traffic sounds. This noise can halt your stream of thought or interrupt a conversation with coworkers. However, in the communication cycle, the noise could also be psychological. Although you work in a quiet environment, your own thoughts could block you from fully listening to what someone is saying. For instance, if your superior hasn't finished talking to you, but you are already coming up with what to say in return, chances are you've missed a few points. Similarly, if you forgot to drink water before joining a meeting, you may pay more attention to the water cooler than the presentation. Minimize distractions and promote more effective communication with Pumble — the all-in-one communication app. There are 5 steps in the communication process. They are: Idea formation, Message encoding, Message transmission, Message decoding, and Feedback. The following model is also known as the transactional model of communication. Breaking down these communication cycle phases will help you better understand your role in conversation and improve your communication skills. Illustration adapted from Business Communication: Process & Product (2008) Communication begins with the source, the person who thinks of and sends the message. Several things can influence the message a source wants to convey, including their: Culture, Mood, Background, and Context of the communication situation. For example, how you greet a coworker depends on: Your mood, Their position within the company, Your own culture, and Your knowledge of your coworker's culture. Consequently, before saying or writing anything, you have to consider the above factors to prevent misinterpretation and confusion. Moreover, a source should always think about how the receiver or audience will respond to the message. One of the most invaluable skills an effective communicator can hone is the ability to adapt their message so that it elicits a positive response from the interlocutor. Encoding is the second step in the process of communication. This phase consists of transforming an idea into gestures and words that will successfully carry its meaning to the receiver. However, encoding can be a challenging task, as different people associate different meanings with the same words. According to Guffey and Loewy in Business Communication: Process & Product, miscommunication that stems from mismatched meanings is called bypassing, and it is one of the most common pitfalls of professional communication. To avoid these complications, skilled communicators should strive to use familiar words because the goal is to have the source and receiver agree on the meanings. However, just because you and your coworkers share a language doesn't mean you should share the same business culture, so Take a look at the Pumble exchange below to see how language and culture can clash. An example of how culture can affect the communication process in Pumble, a business communication app that improves collaboration and cut down on emails by moving your team communication to Pumble, Jessica has sent a message to Milo, the new administration officer who has moved to the US from the UK. Jessica starts with casual chat-chat before diving into the point of her message. While that is considered polite behavior in the US, it can grate on people from countries where it is customary to get to the point without veering off-topic. Furthermore, Jessica uses the terms "vacation" and "cookies." While these don't throw Milo off, in the UK, it's common to hear "holiday" or "biscuits." Finally, Milo's response is brief and doesn't venture into non-work-related territory. During the communication cycle, it is necessary to find the best way to physically transmit the message to the receiver. The transmission medium is the channel, and we can share messages via: Web pages, Emails, Podcasts, Blogs, Business messaging apps, Announcements, Reports, Phone calls, Pictures, and Memorandums. Deciding on the most effective channel is imperative because it can affect how a receiver interprets both verbal and nonverbal messages. For instance, in the example below, Emily is sharing the annual performance report with her colleagues. How they receive the message will depend on: The tone present throughout the report, The document's layout, and The inclusion of graphics and charts. Sharing a report via Pumble, a team communication platform Of course, before picking the most effective channel, the source must consider the noise and how it could interfere with the communication process. As we've discussed, anything that obstructs the communication cycle is considered noise. Technical difficulties can also act as noise, as shown in this exchange in Pumble, a business communication app These interferences may take many forms, from misspellings in business emails to poor connection during a virtual video call. However, choosing an unsuitable time to send an email or scheduling a team meeting for a simple update can also be an interference. Reduce everything I've said clear?" Do you need clarification on anything I've mentioned?" Remember that overwhelming the receiver with too much information may confuse them and thus lead to a lack of feedback. Think of your delivery, make it appropriately, and give the interlocutor enough time to organize their thoughts. Additionally, it's essential to differentiate between 2 types of feedback: Evaluative feedback and Descriptive feedback. Evaluative feedback doesn't reflect whether the receiver has understood the source. Instead, it is often judgemental and can push the source into defensiveness. On the other hand, descriptive feedback results from the receiver understanding the intended meaning of the source's message. For example, saying, "I see how the numbers suggest we should focus more on inbound marketing in the next quarter," is better than stating, "These numbers don't look too good." The first response invites others to become active in the conversation, while the second acts as more of a deterrent. Now that we're familiar with the elements and the 5 steps of the communication process, we can focus on learning how to ensure the best possible outcomes. Business communication is complex, and unless you're careful, bypassing could become a common occurrence. Bypassing is a phenomenon that happens when the source and receiver attach 2 wholly different meanings to a single word. For example, if you've just landed your first job after graduating from university, seeing "meeting cadence" mentioned in a message from your manager might confuse you. You may immediately think of the more well-known definition of the word "cadence," which is the inflection of someone's voice. But, your manager is referring to the frequency of team meetings, and it could take a while to straighten things out. The good news is that business communication doesn't have to be convoluted. You can prevent bypassing if you: Avoid using business jargon in the workplace, Use simple and clear language, and Proofread your messages and emails to eliminate spelling errors and vague wording. Even when the source goes to great lengths to neatly package their message, their efforts will go to waste if the interlocutor is a poor listener. Fortunately, active listening is a skill, and you can learn how to leverage it to your advantage in business communication. In communication in Business: Strategies and Skills, Judith Dwyer cites Gamble and Gamble (1996), who have identified 6 common behaviors most poor listeners exhibit. These disruptive behaviors are: Day dreamer, Questioner, the speaker and the validity of their story as soon as they make a mistake, no matter how minor it is. Ear hog: Dominate the communication situation by pushing your story and preventing others from telling their side. Bee: Only listening to parts of the conversation that interest you the most and ignoring everything else. Earmuff: Sidetracking the conversation to avoid confronting specific information. Gap filler: Coming up with additional information to prove you've heard the whole story, although you only zeroed in on parts of it. Nodder: Feigning listening by pretending to pay attention to the speaker. In reality, you are thinking about a different topic entirely. Sometimes, we inadvertently engage in the above behaviors, so it's essential to join every communication act without preconceived notions and unconscious biases. According to Joanna Staniszewska, a seasoned marketing, communication and HR professional, communication is a two-way street, and active listening is one of the most effective strategies: "Actively listening to others fosters trust and understanding. Encourage individuals to pay attention, ask questions, and confirm their comprehension during conversations." Establishing stable feedback loops positively impacts employee engagement, creating a safe space for people to self-advocate at work. A system that compels team members to speak up without reservations in manager-employee relationships is invaluable. It can act both as a channel for employee recognition and resolving conflicts before they snowball into large-scale issues. Staniszewska mentioned that a stable communication process should rely on sustainable feedback loops: "Emphasize the need for feedback mechanisms that allow individuals to assess their communication effectiveness continually. This can be formal, like surveys, or informal, like regular team check-ins." So, how do you create a positive feedback loop that reinforces the communication process? You can start by: Leading with empathy: Emphasize to others you're ready to hear them out without prejudice or judgment. Giving feedback in person: Face-to-face meetings or video calls often feel more authentic than messages and emails. Managing your emotions: Tap into your emotional intelligence and approach each situation with a clear mind. Here's an example of how to effectively communicate and create this environment. Emilia uses Pumble, a business communication tool, to build feedback loops by giving her team options When eliciting feedback, remember not to rush the interaction, states David Wiarek, a communication and executive career coach. "In today's business landscape, speed is often a competitive advantage, but when it comes to success in communication, one of the keys is actually slowing down. To ensure the other person has digested your message accurately, it's helpful to ask them to summarize it in their own words. You can ask what resonated about the message and what didn't; what they felt was the core element, and what was secondary; what was validating and perhaps surprising. The point here is you want to engage the recipient and make sure that the original message was translated appropriately and not lost in translation." Although it can be nerve-wracking, giving feedback to colleagues is part of virtually all jobs. Ideally, we deliver critiques in a constructive and empowering manner, but that's not always how things pan out. That's not to say we purposely try to offend our coworkers. The situation may simply be a result of cultural differences. Let's take the below exchange as an example. An example of how people from different backgrounds may interpret emojis in Pumble, a team communication app Nicole, who is from the US, sends her well wishes to Ryan, who has been working from Japan for the past 6 years. A minor misunderstanding arises because Nicole assumed Ryan and she would interpret the meaning of an emoji in the same way. This type of blunder can be funny — Nicole and Ryan were able to clear the air quickly and move on. But, what would happen in a more serious situation, such as a performance review? For instance, moving a manager from Germany to take over a department in South Korea can become a disaster if a no-forgoethought goes into it. In Korean society and business, respect is determined through a mix of age, experience, and hierarchical position. Thus, if the German manager is older than that of his Korean staff, they will be less likely to push back against unwarranted criticism. Moreover, after receiving the message from the manager, they could even return disingenuous feedback in an effort to save face. Fortunately, that doesn't mean that all cross-cultural collaboration is doomed. However, to successfully communicate, employees should be strategically encouraged to adapt and be mindful of potential differences. Joanna Staniszewska highlighted the importance of cultural intelligence and sensitivity. "Communication takes place in diverse environments. Stress the importance of cultural awareness and sensitivity. Encourage individuals to adapt their communication styles to resonate with the audience's cultural norms and expectations." Understanding your preferred communication style and tweaking it to align with your coworkers can make a difference in team collaboration and communication. When a colleague abruptly shuts down during the communication process, it might not be because of something you've intentionally said or done. Perhaps your personal communication style got in the way, and the person on the other end felt you were disregarding their ideas and opinions. Although you thought you were assertively standing up for your idea, your coworker may have felt like you were subtly attacking theirs. An example of how being overly assertive can unnecessarily take things too far in Pumble, a business communication app Changing how you communicate can point you toward professional success, and a good starting point is bolstering your emotional intelligence. Through a combination of social awareness and self-awareness, you'll gradually gain more control over how you speak and act in the workplace. In the case that you need more guidance, another strategy would be enrolling in a professional development course that could help you become a more transparent and flexible communicator. When a communication break occurs, it isn't always possible to salvage the communication process. However, with the proper education and a dash of commitment, you can learn how to facilitate productive and open conversations. Another unique issue in workplace communication is learning how to connect and collaborate with colleagues from different generations. We all have specific habits and preferences, and the generational gap can sometimes put our behavior at odds with that of our older or younger coworkers. People from different generations and their misunderstandings in Pumble, a team communication software Navigating these differences and refraining from resorting to stereotypes is the way to go when creating a well-connected and inclusive environment. So, be honest about your preferred ways of communication and respect the boundaries of your team members. As soon as they notice these efforts, they'll feel more at ease when asking for help or reaching out about a work task. Through the way we communicate, we learn not only how to get ahead in life but also how to form stable relationships. If you think of life skills as a tower of cards, communication is near the base, laying a solid foundation. Should this card wobble slightly, it will jeopardize the stability of the entire tower. Moreover, by mastering the communication process, you: Readjust your self-perception and how you view the world around you, Become a better learner, and Learn how to represent both your employer and yourself in the best light. In the following sections, we will devote more attention to exploring the above three points. The phrase "at a loss for words" aptly describes how it feels to come out of a communication situation unsuccessful. Not only do you feel like you're missing the right words, but it is as if you're also missing a vital part of yourself. This unpleasant emotion sprouts because we share a part of our worldview with our interlocutor when communicating. We often inadvertently reveal the reasoning behind our train of thought and how we believe everything fits into this neatly organized snapshot of the world. And, you go through the same scenario when listening to friends or coworkers. You take in their appearance, facial expressions, and words to form an assumption about what their values and priorities may be. It's not always feasible to pick the right words or rein in your facial expressions, but learning how the communication process works does help. For example, you'll realize that what you say could reveal just as much about yourself as the topic you are discussing. Thus, rather than simply waiting for your turn to speak, you might make a conscious effort to actively listen and understand the other person's perspective. In Business Communication for Success, McLean reminds anyone willing to work on their communication skills that this endeavor will require: Effort, Persistence, and Self-correction. McLean likens becoming a better communicator to sharpening other valuable life skills. There was a time when you didn't drive a car or have a clue about digital literacy, yet, over time (and much trial and error), you've become a much more capable person. So, while results won't come overnight, and you might get tangled up in a few difficult conversations at work, the effort is worth it. The key is to keep talking and listening. Soon enough, you may catch yourself broaching new subjects more assertively. When you work in a team, how you communicate can paint a positive image of both you and your coworkers. When your communication style oozes professionalism and respectfulness, reaching agreements and negotiating deals becomes much less of a hassle. Not to mention that, paired with an excellent work ethic, strong communication is a huge plus when it comes to advancing to a leadership position. And, should you decide to change companies, sharp oral and written communication skills will significantly improve your employment prospects. Improve collaboration and cut down on emails by moving your team communication to Pumble. Whether you want to speak more candidly with family members or reach the next level in your career, knowing what the communication process is and why it matters can give you a head start. As we've explained, understanding the communication process serves as the foundation for success in various aspects of life and work. In this context, integrating tools like Pumble, an employee communication app, becomes instrumental in optimizing communication channels and fostering meaningful connections. With its intuitive interface and real-time messaging features, Pumble addresses common communication challenges such as information overload and siloed channels. By integrating it into your communication process, you can: Foster transparency, Streamline workflows, and Enhance team cohesion. Eager to try it for yourself? Get started with Pumble The 7 Cs of Communication is a checklist to ensure that your communication is effective. We communicate with people every day, both at work and in our personal life. We communicate using a number of different methods — face to face, telephone, email, instant messenger, letters, reports, meetings, presentations and more. In order to ensure you get the right result when you communicate you need to ensure that your communication is effective and clear and this is where the 7 Cs of Communication can help. The 7 Cs is a checklist for ensuring your emails, meetings, calls, reports, presentations and other methods you use to communicate are clear and that the recipient gets the message. The 7 Cs of Communication are: ClearConciseConcreteCorrectCoherentCompleteCourteousClear(Clarity) Be clear about the goal of your message and the purpose of the message. Present one idea at a time making it easier for the recipient to understand. Don't leave them guessing what the message is about and having to fill in the gaps themselves. Set a goal or outcome for what you want to communicate and work towards that. Concise(Conciseness) Keep to the point and keep it short and simple. Don't use unnecessary words (use two words where one will do or 6 sentences when 3 will do). Don't repeat the same point in different ways. This will also make any communication more engaging and easier to understand. Concrete(Concreteness) Be clear, not fuzzy. Ensure there is enough detail to get the message across but not too much so that the recipient will be lost and that the message is factual. Adding too much 'noise' around your main points can mean these are missed. Make sure your main points and any conclusions are clear to the recipient. Correct(Correctness) Check the information you are providing is accurate and, in written communication, ensure it is free from grammatical and spelling errors. Check the technical parts of your content are understandable by the person receiving the information. Preparation will help here to make sure you can be sure about what you are communicating or a chance to read what you have written. CoherentMake sure your message flows well and is laid out logically. The points you make should all be linked to the main topic and should help you to deliver the objective you originally set out to achieve. Make sure the tone of the message is the same throughout. Consider using a structure for your communication to help here. Complete(Completeness) Ensure the recipient has everything they need to understand your message and take action if needed. If action is needed, ensure your message includes a 'call to action'. Also, ensure that any specific details are clear and included. Don't leave the recipient with lots of questions to ask. Think about how you will check for understanding. For example, you could ask questions to check their understanding. Courteous(Courtesy) Your message should be polite, friendly, professional, open and honest. Think about your message from the recipient's point of view and you are empathetic towards their needs. This will help you to deliver the message in a way that's easy to understand and buy into. Also, communicating to or writing for the reader can make your communication more engaging. By following the 7 Cs of communication you should find the messages you are delivering much more effective. You can find out more about the 7 Cs of Communication and effective communication in general by attending our Communication Skills Training Course or for written communication our Business Writing Skills Training Course. See the Communication Skills training course overview here and the Business Writing Skills training course overview here. Communication is an integral instinct of all living things. The most important bearings of communication are best understood when there is a lack of it. The following article discusses how important communication is and why it plays such a vital role in our daily lives. There is more to communication than just talk and gesture. Listening, understanding and interpreting are as much integral to communication as words — verbal, written or gestured. Yes, even gestures in communication play a crucial role in conveying and interpreting the message! Similarly, how we communicate or express ourselves goes a great way towards determining how our expressions are interpreted. To quote Karl Popper, "It is impossible to speak in such a way that you cannot be misunderstood". Faulty or incomplete communication can completely mar the purpose of communicating and may result in damaging consequences. This is where understanding how important communication is and communicating the right way comes into picture. Not everyone is equally endowed with the ability to effectively express himself and this is where the significance of communication skills can be truly fathomed. Communicating the right way is equally important in every walk of life, be it personal, professional or social. Let's take a look at some major areas where or a lack of right communication can have serious implications. The Communication Process The communication process involves a sender or a communication source, the subject matter of communication, expressions used for communicating (encoding), the medium of communication, receiver(s) of the communication and the interpretation thereof (decoding) and feedback. This can be diagrammatically represented as follows:- SENDER >> MESSAGE >> ENCODING >> DECODING