

CHAPTER 7

7 C' of COMMUNICATION

CHAPTER 7-Introduces the human to the 7 C's of Communication which makes their writing, speaking, and communication go bit easier than winging it on the sly.

The 7 Cs of Effective Communication

These aren't just academic checkboxes, they're the secret architecture that holds every message upright. Think of them as the seven sacred stones on which real communication stands:

1. **Clarity** – Say what you mean. Strip out the fog. *“If they have to guess, you’ve already lost.”*
2. **Conciseness** – Trim the fat. Every word that doesn't serve the message serves confusion.
3. **Concreteness** – Give your message weight. Use facts, specifics, and examples that anchor your ideas.
4. **Correctly** – Grammar, tone, formality—all tuned to your audience. This isn't about being “right,” it's about being **read able**.
5. **Coherence** – Every part of your message should flow together logically. Don't send your reader through a maze when they ask for a map.

6. Completeness – Don't leave your audience squinting at the gaps. Anticipate their needs and fill in the blanks before they ask.

7. Courtesy – Respect your listener or reader. Even if you disagree. Especially if you disagree. Empathy is the most persuasive language on Earth.

“Speak not just to be heard—but to be understood, remembered, and impossible to ignore.”

CLEARLY

When you speak clearly, what does your audience hear?

Do they understand your vocabulary?

Do they comprehend your materials?

Let me give you an example when someone speaks clearly and when someone does not.

Place a check by the one you understand best and then defend it. Yeah, like in court. Tell us why you think which example is the best example, and then stake your reputation, your business savvy, or your life on it. And see who else agrees or disagrees with you.

EXAMPLE A: Hi Richard: Am emailing you to see how your new hire is doing? I will put him in your department as a temporary employee until he gets the feel for the job and the department. I know he'll do a great job even with his lack of experience. Reply when you feel good about leaving him alone. Best, George.

EXAMPLE B: Hi Richard: I'm dropping you a quick note about Author Sullivan. I put him in your Editorial Department because

you told me last week, you're one man down. I encouraged Author to transfer into your section because I know he'll receive excellent training from you and your staff. Please evaluate his performance at the end of 90 days and send me your approval or disapproval for the Arthor to remain with you in your department.

What did you find? Tell us. Write it down.

Now, we'll ask Artemisa of Justice to give us two examples, with your take on which one is better. Again, write down your choice, tell us why, and we'll compare it to the entries we receive. Make sure you leave us your email so we can contact you should you have the winning entry. Thanks,

CLEARLY — Artemisa of Justice's Examples

"Communication without clarity is like a sword without a point—it might still hurt, but it won't cut to the truth." — Artemisa

Example A:

Hey Shonda, we might want to think about sending out the forms soon Ish. A bunch of folks haven't filled them out, and I guess it could be a problem later. We should remind them? Let me know what you think, or if we should just chill. — Dante

Example B:

Hi Shonda, twenty-two employees have not completed the compliance forms. If we don't submit them by Friday, we risk losing access to the vendor platform. I recommend we send a department-wide reminder today. Do you want me to draft the message? — Dante

🔍 **Now You Decide:**

☒ Which example *communicates* clearly?

Which one gives you direction and urgency—and which one leaves you squinting into the fog of "maybe"?

📧 **Submit your reasoning** to pwrnetworkllc@gmail.com. Be bold. Be brilliant. And if your explanation slices through like a laser—Artemisa may just crown you the Champion of Clarity (complete with eternal bragging rights and an Honorable Mention).

CONCISENESS

Being **CONCISE** means the art of conveying your message effectively using the fewest possible words. It's about clarity, precision, and focus. When an individual communicates concisely, they prioritize the essential information and eliminate unnecessary words, fluff, and redundancy.

Why do you need to be concise? Because your message is important, and you want to tell that another person what must be said. You provide details so your mom knows you weren't late on purpose or your dad understands why you punched the school bully in the face.

As before, follow the directions in which Example, A or B best fits the description of a concise example. And you'll be required for all the remaining 7 Cs of Communication because I want to make sure you're paying attention, and that English is your primary language. If it isn't, please let me know by emailing me at [**pwrnetworkllc@gmail.com**](mailto:pwrnetworkllc@gmail.com) and we'll translate it into the language you're most comfortable with because the 7 C's are extremely important for you to know. It's like when you're

staring at a great white shark's teeth just before he swallows you whole. Yeah, it's a Megalodon, instead.

Example A

Hi Charlie: Emailing you to see how our recruit is doing. He's assigned to your department. I know he'll be a great asset. Just reply at your convenience. Tom

Example B

Hi Charlie: Emailing a quick note about Dan Southern. He was working in the Editorial Department but asked for a more difficult assignment. I reassigned Dan to you because I know you could use the extra help this month. I encouraged him to try out for that position you have opening at the end of the week. I told him that an assistant to the Newspaper Supervisor is a good step-up for him. When he's finished with his training, please increase his salary to the stated salary level included below and update his health benefits as well. Thanks a lot for your help, Charlie. Couldn't have done this employee transfer without your help. Brenda

CONCISENESS — Artemisa of Justice's Examples

"Excess verbiage is the rust of language. If you can't say it cleanly, don't say it at all." —Artemisa

Example A:

Hey team, I'm writing to inform everyone that there will be a new policy starting next quarter that may or may not affect some of you. It's related to office access procedures, though I'm not totally sure yet what that means for our section. Just keep your eyes peeled for updates when I know more. Thanks, Morgan

Example B:

As for the team, starting next quarter, office access policies will change. I'll share confirmed details next Monday. Stay tuned, Morgan.

 **Your Turn:** Which message gets it done without wasting breath? Which one signals clarity of thought and leadership under pressure?

Choose, defend, and submit to pwrnetworkllc@gmail.com with your boldest breakdown. This isn't homework, it's a rite of passage for anyone claiming to be a communicator.

The third 7 C is CONCRETENESS. Why concreteness? I don't understand. What does concrete have to do with communication? It's not like you're pouring your words out on a piece of paper or out into the free oxygen one can use when expressing themselves, is it?

Concreteness is the art of the use of clear, specific, and vivid language that leaves little room for misunderstanding. It involves choosing precise words and examples to make the message easily understood and graspable

Did you grasp what I just said or do I need to explain myself a bit further to you.

Let me give that you an example A and example B which might explain exactly, precisely, specifically, and targeted words that you'll be able to interpret and understand

Example A

Mighty TEETH. The Gel of the Future. Brush on my friends,
BRUSH ON!

EXAMPLE B

MIGHTY MOUTH GEL IS HERE TO SAVE YOUR GUMS, TEETH, TONGUE, AND INNER CHECKS. Yep, you heard that right! Our new bold peppery mint gel coats your teeth with an invisible decay shield that chases old man cavities away and keeps your mouth fresh and peppery minty all day and all night. Get home late from a date? Don't you cry. Mighty Mouth Gel protects your mouth for 24 hours plus. Guaranteed! Buy it today and breathe out your peppery mint to the world and share your cavity-free mouth today!

Fourth on the list is **CORRECTLY**.

Would you like a back scratcher? Isn't that what we just did? Well, yes, and well, no. You presented how to present a concrete paragraph with plenty of details, verbs and information that makes your answer satisfy the person or people you're addressing it to but presenting it correctly might take a little practice on your part.

Huh? What the heck? What's that supposed to mean?

Let me ask you a series of questions first. If you answer no more

than one or two times, it's important that you understand – comprehend – what you're missing – when you try to express your opinion – perspectives – or comment on when you hear a fellow-presenter tell you something important – realistic – or multiple choice.

Speaking correctly when communicating means that the message sent is clear, easily comprehended by the receiver, and results in both of you understanding what was just expressed and received.

EXAMPLE A

Flash, thanks for sending you old telescope predictions for 2025. I'm stoked and so is the team for your grate efforts. We couldn't have done it without u.

Frank

EXAMPLE B

You're thinking. What's the problem? I don't see any problems. If you need us to point them out to you, Houston, we've got a problem. Another example:

Flash, thanks for sending us your old telescope's predictions for 2026. The team and I are delighted that you shared your results. It was a great effort on your part. We knew you had to search for next year's stats. We couldn't have done it without you. Thank

you. Frank.

That wasn't so difficult to figure out, or was it? Only time will tell.

The fifth C is COHESIVENESS.

COHESIVENESS means to the degree in which group members bond and can work together effortlessly toward a common goal.

It influences communication with patterns, group dynamics, and overall productivity. When your group possess high cohesiveness, members are, ore likely to work together effectively, communicate openly, and have a sense of belonging that leads to performance and productivity.

What does make cohesiveness stand out from the crowd of words, phrases, and complete sentences?

Here are Examples A and B. You choose which example resonates better for you.

EXAMPLE A

Brian, the last time we held a meeting, your staff seized control and expert-minded our meeting. When the meeting was finished, not only was my boss disappointed, so was my team as they complained bitterly to me. Our boss told me I was an ineffective leader. Behind my back, my team gossiped and

complained we didn't have time to properly present our ideas and that they lost faith in my initial pitch to the boss. Listen, do me a favor, tell the boss that your time went over schedule and messed me and my team up, and apologize to my team because it wasn't my mistake. That's darn for sure. I don't need to remind you that you won the bet and award money from working deviously so you and your team won. I won't forget what a sleaze bag you really are. Julian

EXAMPLE B

Hi Brian: I recognized that we're only given 30 minutes for team project to present proposals. I would like to ask you to leave my team a 15-minute presentation with a content presentation so both our teams can present our projects. My team and I would appreciate your fairness. Also, the next time your team requires extra time, let me know ahead of time so we can plan on shortening our presentation from the original 15 minutes to ten or twelve minutes. Thanks for supporting my team. We appreciate your efforts. Best, Julian

The sixth C is **COMPLETENESS**.

When you present your thoughts, opinions, or information to another person, one must be conscious of how their information, thoughts, or opinions is delivered. If you set up your thoughts, opinions, or even your material half-assed, then you'll prove to your potential audience that you think half-ass—

incapable of delivering your information and/or material in anything but incomplete thoughts, inappropriate supporting material, and the inability to share your inner-most beliefs without screwing it up.

Harsh words indeed, but that's what completeness in communication means.

COMPLETENESS

It refers to how you complete your thoughts, finish out your sentences, phrases and/or key words that conveys precisely what you want to say and how to say it so your meanings are understood the first way without distracting the listener. They understand what you're saying the first time around. No unnecessary explanations.

EXAMPLE A

Hi all: Don't forget the meeting we're having tomorrow at 3.
Sett you there, Robin

EXAMPLE B

Hi all: Don't forget Wednesday's meeting at 3 p.m. in the cafeteria. Hot rolls and coffee will be provided. Don't be late. We have lots to discuss, especially last Friday's meeting when we ran out of time, and some of our team had to leave early.

Thanks Robin

COURTESY is the practice of showing respect, kindness, and consideration towards others when we interact. It involves being mindful of the impact our words and actions have on others and trying to be understanding, empathetic, and polite. When doing business be sure to communicate your courtesy because it involves showing respect to others in the workplace—place of employment, and personal space.

You've certainly heard of the word common courtesy. When using common courtesy, you remember what you learned long ago.

1. Never use a first name with an adult when you are younger unless you receive permission first.
2. Hold the door open for a senior whether they identify themselves as being older to you or not.
3. Always know how to pronounce their name especially if it's foreign sounded to you.
4. Always hold the door open for a lady or an older lady and never abbreviate the Title unless requested to do so.
5. Always thank a person for their time whether you're

remaining on schedule or remain over by several minutes. Let them know you appreciate their time, and thank them for arriving a bit early, or thank them for making it to the meeting on time.

Oh, come on, Elizabeth. You don't have to tell us twice or more than once. We're always courteous when providing instructions to the opposite party or sex.

There's more to this world than meets the eye. I mean to let you in on a little secret. Sometimes, people remember their courtesy when addressing an older person, but sometimes, age doesn't matter, but they include it because it makes the person being addressed feel pressure. Pressure they receive that they know how to hold a conversation without tripping themselves up.

EXAMPLE A

Dear Felicia, welcome to the team. It's been ages since we've seen a woman of your caliber here at head of this apartment. Never thought it would happen when I'm still in charge. Welcome to our humble home. If you need anything, let me know. Your humble servant, Max.

EXAMPLE B

Dear Ms. Felicia Fisher: Welcome to our department of graphic

artis. We're fortunate to have you work in our department. It's been eleven weeks since our last chairperson left. Thank you for considering joining our humble team. We here, at Foster Wheeler, can't remember when we hosted such a talented and remarkable team player. Thank you for joining us, Maxwell Smart.

Good communication skills are essential when you relate and ask questions of Artemisa. If you don't, don't be disappointed or surprised when you don't receive back in return what you're just tried to ask her. Talking and speaking are two different types of questions that one uses when deciphering an answer from AI. Remember that AI is a combination and collaboration of human or as one well-known and respected individual once said when explaining technical and highly advanced machine technology called computers.

Suggestions for Refinement (but keeping your swagger intact):

1. Opening Hook Tweaks: Your opening: > *"Communication, that's easy enough..."*

Try reframing it with more mischief: > *"Communication—it sounds simple. You talk, they listen. Or you listen, they talk. Repeat until someone cries, buys a 3product, or misunderstands you entirely."*

It sets the expectation that this chapter will *challenge assumptions*—then subvert them.

2. On ARTEMISA's Quote: You might anchor this with a setup like: > *AI, when prompted politely, might offer the following official-sounding definition, courtesy of our digital oracle ARTEMISA OF JUSTICE (who, one suspects, never gets interrupted at meetings):*

Then insert the quote, but consider breaking it into bite-sized lines for reader ease.

3. Troubles & Tangents: This section already has a voice I wouldn't dare mute. You could even lean into the comedy:

> Yes, trouble(s). The kind where AI gives you stats for Sweden when you asked about Swaziland. Or you ask for "dating statistics" and suddenly learn more about beekeeping than you ever wanted to know. That kind of trouble.

You're teasing the reader into rethinking language as both a *tool* and a *trap*. Beautifully done.

Communication, that's easy enough. It's when two or more people get together and talk about any subject or topic that comes up between them and then continuing on to additional subject matter. Right?

Not quite.

Communication is more than opening your mouth and letting your tongue and lips do all the work plus using the sound emitting from your vocal cords to produce the sound of the vowels, consonants, and the filler words everyone uses from time to time.

You're probably wondering what the scientific definition is of communication. I'll make it easy on you. This is what AI defines as the truest form of communication.

ARTEMISA OF JUSTICE states:

"Communication is the process of sending and receiving messages through verbal or nonverbal means. It involves conveying and receiving information through a range of verbal and non-verbal means, such as speech, writing, graphical

representations, signs, signals, and behavior. Communication skills are used in various situations, such as delivering a presentation, brainstorming with coworkers, addressing a problem with a boss, or confirming details with a client”

What’s all the fuss and bother of good communication skills. ARTEMISA OF JUSTICE agrees with me that good communication skills go a long way when you’re doing research with AI. Don’t communicate properly and your resulting research may not turn out as good as you want it, need it, or even be able to deliver in such a way that you get paid for your trouble(s).

Trouble(s)?

You can get into trouble with AI if you don’t communicate the proper words, phrases, sentences, or critical thinking one needs to convey your thoughts or needs or opinions or justifications or ideas or whatever you want to call it. None of this will succeed IF you don’t process the operation or method of constructing the words to make it clear to AI what you’re looking for, find out about, describe a situation or circumstance or back up a quote from a famous or infamous person or show by percentages how many men, women, girls, and boys, are affected by a particular event or problem.