

◆ 1. Clarity

Email Example:

"Please submit the sales report for Q1 by Friday, 3 PM, in PDF format."

✓ Clear purpose, timeline, and format specified.

◆ 2. Conciseness

Meeting Example:

"Let's focus on the top three issues: budget overrun, timeline delays, and vendor communication."

✓ Avoids unnecessary information; straight to the point.

◆ 3. Concreteness

Email Example:

"Our customer satisfaction score dropped from 92% to 85% over the last two quarters due to late deliveries."

✓ Uses data and specific details.

◆ 4. Correctness

Email Example:

"The training session will be held on Wednesday, 5th June 2025, from 10:00 AM to 12:00 PM in Conference Room B."

✓ No factual, grammatical, or spelling errors.

◆ 5. Courtesy

Email Example:

"Thank you for your prompt response. I appreciate your cooperation on this matter."

✓ Polite tone, respectful language.

◆ 6. Completeness

Email Example:

"To register for the workshop, please fill out the attached form and send it to hr@company.com by 5 PM tomorrow."

✓ All necessary info for action included.

◆ 7. Consideration

Meeting Scenario:

"I understand that some of you have tight deadlines this week. Let's vote on whether we want to meet again this Friday or postpone to Monday."

- Acknowledges others' time and perspective.