DEMONSTRATE COMMUNICATION SKILLS

UNIT CODE: BUS/OS/AC/BC/01/6

UNIT DESCRIPTION

This unit covers the competencies required in meeting communication needs of clients and colleagues; developing, establishing, maintaining communication pathways and strategies. It also covers competencies for conducting interview, facilitating group discussion and representing the organization in various forums.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA *Bold and italicized terms are elaborated in the Range*
1. Meet communication needs of clients and colleagues	1.1. Specific communication needs of clients and colleagues are identified and met 1.2. Different approaches are used to meet communication needs of clients and colleagues 1.3. Conflict is addressed promptly and in a timely way and in a manner, which does not compromise the standing of the organization.
2. Develop communication strategies	2.1. Strategies for effective internal and external dissemination of information are developed to meet the organization's requirements 2.2. Special communication needs are considered in developing strategies to avoid discrimination in the workplace 2.3. *Communication strategies* are analyzed, evaluated and revised where necessary to make sure they are effective
3. Establish and maintain communication pathways	3.1. Pathways of communication are established to meet requirements of organization and workforce 3.2. Pathways are maintained and reviewed to ensure personnel are informed of relevant information
4. Promote use of communication strategies	4.1. Information is provided to all areas of the organization to facilitate implementation of the strategy 4.2. Effective communication techniques are articulated and modelled to the workforce 4.3. Personnel are given guidance about adapting communication strategies to suit a range of contexts
5. Conduct interview	5.1. A range of appropriate communication strategies are employed in *interview situations* 5.2. Records of interviews are made and maintained in

		accordance with organizational procedures
		5.3. Effective questioning, listening and nonverbal communication techniques are used to ensure that required message is communicated
6. Facilitate group discussion		6.1. Mechanisms which enhance *effective group interaction* is defined and implemented
		6.2. Strategies which encourage all group members to participate are used routinely
		6.3. Objectives and agenda for meetings and discussions are routinely set and followed
		6.4. Relevant information is provided to group to facilitate outcomes
		6.5. Evaluation of group communication strategies is undertaken to promote participation of all parties
		6.6. Specific communication needs of individuals are identified and addressed
7. Represent the organization		7.1. When participating in internal or external forums, presentation is relevant, appropriately researched and presented in a manner to promote the organization
		7.2. Presentation is clear and sequential and delivered within a predetermined time
		7.3. Appropriate media is utilized to enhance presentation
		7.4. Differences in views are respected
		7.5. Written communication is consistent with organizational standards
		7.6. Inquiries are responded in a manner consistent with organizational standard

RANGE

This section provides work environment and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
• Communication strategies includes but not limited to:	1.1 Language switch 1.2 Comprehension check 1.3 Repetition 1.4 Asking confirmation 1.5 Paraphrase 1.6 Clarification request 1.7 Translation

	1.8 Restructuring
	1.9 Approximation
	1.10 Generalization
• Interview situations includes but not limited to:	2.1 Establishing rapport
	2.2 Eliciting facts and information
	2.3 Facilitating resolution of issues
	2.4 Developing action plans
	2.5 Diffusing potentially difficult situations
• Effective group interaction includes but not limited to:	3.1 Identifying and evaluating what is occurring within an interaction in a non-judgmental way
	3.2 Using active listening
	3.3 Making decision about appropriate words, behaviour
	3.4 Putting together response which is culturally appropriate
	3.5 Expressing an individual perspective
	3.6 Expressing own philosophy, ideology and background and exploring impact with relevance to communication

REQUIRED SKILLS AND KNOWLEDGE
This section describes the skills and knowledge required for this unit of competency.

Required Skills
The individual needs to demonstrate the following skills:
- Effective communication
- Active listening
- Giving/receiving feedback
- Interpretation of information
- Role boundaries setting
- Negotiation
- Establishing empathy
- Openness and flexibility in communication
- Communication skills required to fulfil job roles as specified by the organization
- Writing communications strategy
- Applying key elements of communications strategy

Required Knowledge
The individual needs to demonstrate knowledge of:

- Communication process
- Dynamics of groups and different styles of group leadership
- Communication skills relevant to client groups
- Flexibility in communication
- Communication skills relevant to client groups
- Key elements of communications strategy

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1 Developed communication strategies to meet the organization requirements and applied in the workplace 1.2 Established and maintained communication pathways for effective communication in the workplace 1.3 Used communication strategies involving exchanges of complex oral information
2. Resource Implications	The following resources should be provided: 2.1 Access to relevant workplace or appropriately simulated environment where assessment can take place 2.2 Materials relevant to the proposed activity or tasks
3. Methods of Assessment	Competency in this unit may be assessed through: 1.11 Direct Observation/Demonstration with Oral Questioning 1.12 Written Examination
2. Context of Assessment	Competency may be assessed individually in the actual workplace or through accredited institution
3. Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.