DEMONSTRATE COMMUNICATION SKILLS

UNIT CODE: AGR/CU/AP/BC/01/6/A

UNIT DESCRIPTION

This unit covers the competencies required to demonstrate communication skills. It involves meeting communication needs of clients and colleagues, developing communication strategies, establishing and maintaining communication pathways, conducting interviews, facilitating group discussion and representing the organization.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make up workplace function	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements. ***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 based on workplace requirements 1.2 Different communication approaches are identified and applied according to clients' needs 1.3 Conflict is identified and addressed as per the standards of the organization
2. Develop communication strategies	2.1 Strategies for effective internal and external dissemination of information are developed as per organization's requirements 2.2 Special communication needs are considered in developing strategies according workplace procedures 2.3 ***Communication strategies*** are analyzed, evaluated and revised based the workplace needs
3. Establish and maintain communication pathways	3.1 Pathways of communication are established as per organization policy 3.2 Pathways are maintained and reviewed according to organization procedures
4. Promote use of communication strategies	4.1 Information is provided to all areas of the organization as per strategy requirements 4.2 Effective communication techniques are articulated and modeled according work requirements 4.3 Personnel are given guidance about adapting communication strategies as per organization procedures
5. Conduct interview	5.1 A range of appropriate communication strategies are employed in ***interview situations*** based on the workplace requirements

	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 as per needs
6. Facilitate group discussion	6.1 Mechanisms to enhance *effective group interaction* are identified and implemented according to workplace requirements
	6.2 Strategies to encourage group participation are identified and used as per organizations' procedures
	6.3 Meetings objectives and agenda are set and followed based on workplace requirements
	6.4 Relevant information is provided and feedback obtained according to set protocols
	6.5 Evaluation of group communication strategies is undertaken in accordance with workplace guidelines
	6.6 Specific communication needs of individuals are identified and addressed as per individual needs
7. Represent the organization	5.1 7Relevant presentation are researched and presented based on internal or external communication forums requirements
	5.2 Presentation is delivered in a clear and sequential manner as per the predetermined time
	5.3 Presentation is made as per appropriate media
	5.4 Difference views are respected based on workplace procedures
	5.5 Written communication is done as per organizational standards
	5.6 Inquiries are responded according to 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
1. Communication strategies may include but not limited to:	- Language switch - Comprehension check - Repetition - Asking confirmation - Paraphrase - Clarification request - Translation - Restructuring - Approximation - Generalization

2. Effective group interaction may include but not limited to:	• Identifying and evaluating what is occurring within an interaction in a nonjudgmental way • Using active listening • Making decision about appropriate words, behavior • Putting together response which is culturally appropriate • Expressing an individual perspective • Expressing own philosophy, ideology and background and exploring impact with relevance to communication
3. Situations may include but not limited to:	• Establishing rapport • Eliciting facts and information • Facilitating resolution of issues • Developing action plans • Diffusing potentially difficult situations

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:

- Communication
- Active listening
- Interpretation
- Negotiation
- Writing

Required Knowledge

The individual needs to demonstrate knowledge of:

- Communication process
- Dynamics of groups
- Styles of group leadership
- 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: 4. 1Access to relevant workplace or appropriately simulated environment where assessment can take place 4. 2Materials relevant to the proposed activity or tasks
3.	Methods of Assessment	Competency in this unit may be assessed through: 3.1 Direct observation 3.2 Oral questioning 3.3 Written texts
4.	Context of Assessment	Competency may be assessed 4.1 On-the-job 4.2 Off-the –job 4.3 During Industrial attachment
5.	Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.