DEMONSTRATE ENTREPRENEURIAL SKILLS

UNIT CODE : ENG/OS/EIT/BC/03/6/A

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.

ELEMENTPERFORMANCE CRITERIAThese describe the key outcomesThese are assessable statements which specify the required level of performance for each of the elements.which make up workplace functionBold and italicized terms are elaborated in the Rangefunction1.1 Specific communication needs of clients and colleagues1. Meet communicatio n needs of clients and colleagues1.1 Specific communication needs of clients and colleagues1.3 Conflict is addressed promptly and in a timely way and in a manner, which does not compromise the standing of the organization2. Develop communicatio n strategies2.1 Strategies for effective internal and external dissemination of information are developed to meet the organization's requirements3. Establish and maintain communicatio n pathways3.4 Pathways of communication are established to meet requirements of organization and workforce 3.5 Pathways are maintained and reviewed to ensure personnel are informed of relevant information strategies to suit a range of contexts4. Promote use of communicatio n strategies4.1 Information is provided to all areas of the organization to facilitate implementation of the strategy 4.2 Effective communication strategies are employed in interview situations5. Conduct interview5.1 A range of appropriate communication strategies to suit a range of contexts5. 2 Records of interviews are made and maintained in accordance with organizational procedures s.3 Effective questioning, listening and nonverbal	ELEMEN IS AND	PERFORMANCE CRITERIA
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ELEMENTS AND PERFORMANCE CRITERIA

	communication techniques are used to ensure that required	
	message is communicated	
6. Facilitate	6.1 Mechanisms which enhance <i>effective group interaction</i> is	
group	defined and implemented	
discussion	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	7.1 When participating in internal or external forums,	
organization	presentation is relevant, appropriately researched and presented	
8	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	
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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	Language switch
include but not limited to:	Comprehension check
	• Repetition
	Asking confirmation
	• Paraphrase
	Clarification request
	• Translation
	• Restructuring
	Approximation
	Generalization

Effective group interaction	• Identifying and evaluating what is occurring within
includes but not limited to:	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
Situations include but not	Establishing rapport
limited to:	• 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:

- 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 fulfill 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	Assessment requires evidence that the candidate:
	of Competency	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	The following resources should be provided:
	Implications	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	Competency in this unit may be assessed through:
	Assessment	3.1 Direct Observation/Demonstration with Oral
		Questioning
		3.2 Written Examination
4.	Context of	Competency may be assessed individually in the actual
	Assessment	workplace or through accredited institution
5.	Guidance	Holistic assessment with other units relevant to the industry
	information	sector, workplace and job role is recommended.
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	assessment	57
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