

Overview

This standard is about communicating in a business environment. It covers meeting and welcoming visitors, providing individuals with information, ensuring visitors' needs are met, presenting a professional image of the organisation. You identify the purpose of communications, audience needs, decide communication methods and platforms to achieve outcomes. You use various types of communication that vary from face-to-face, on the telephone or in a virtual environment through relevant digital technologies and collaboration platforms. You communicate in ways that suit the audience, making decisions about the level of formality required for the communication and how to present ideas in a way that will engage the audience. You seek feedback to ensure that the communication achieved its purpose and to further develop your communication skills.

It is for professionals in business administration roles who plan communication and communicate in a business environment.

Performance criteria

You must be able to:

1. identify the purpose of communication
2. identify audiences for communication
3. choose communication style that meets the needs of audiences
4. decide the methods for each type of communication
5. identify and use the digital technologies and collaboration platforms for different types of communication
6. define the communication outcomes to be achieved
7. record any messages and forward them to the relevant members of staff
8. respond to messages or queries within agreed organisational timing and format
9. meet communication deadlines, prioritising what is important and what is urgent
10. select information that supports the purpose of communications
11. extract the main points needed from written materials
12. organise, structure and write information to match communication messages
13. organise, structure and write information to suit different audiences
14. use accurate grammar, punctuation and spelling
15. write communications in your organisation's required format, layout, tone and house style
16. write communications that match the subject matter, work situation and communication channel
17. proofread written work and make amendments to create final version
18. file copies of all communications following organisational procedures
19. present verbal information and ideas to audiences
20. make verbal contributions to move discussions forward
21. use body language and voice tone that matches the messages
22. listen actively to speakers to gain information
23. respond to speakers to share your perspective
24. ask questions to check understanding of speaker messages
25. direct discussions to achieve outcomes
26. adapt your contributions to suit the audience, purpose and situation
27. respond to speakers using body language to suit the audience and situation
28. provide opportunities for speakers to contribute their ideas and opinions
29. consider the ideas and opinions of different speakers
30. overcome barriers to verbal communication

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31. summarise verbal communications with speakers to confirm agreement
32. seek feedback on your communication manners, format and style
33. evaluate all means of communication to identify how well they met their purpose
34. reflect on communications outcomes
35. identify ways to develop your communication skills further

Knowledge and understanding

You need to know and understand:

1. the reasons for identifying the purpose of communication
2. the communication style in accordance with the needs of the audience
3. the importance of understanding the audience and the outcomes to be achieved
4. the digital technologies and collaboration platforms for different types of communication
5. how to define the outcomes for different types of communications
6. the methods of communication that can be used and how to select them according to the situation
7. how to identify the relevant style for communications
8. the sources of information used for written communications and how to extract key points
9. how to check the accuracy of information
10. the importance of using language appropriate to the audience, the communication method and the purpose of the communication
11. how to use grammar, punctuation and spelling accurately
12. the reasons for proofreading and checking written communications and the potential impact of errors
13. how to recognise when work is urgent or important to prioritise written communications
14. the organisational procedures for responding to written message
15. how to record any messages and forward them to the relevant members of staff
16. how to format information following organisational guidelines
17. the principles of 'netiquette' in online communications
18. how to judge the tone and style required for written communications and the impact that these can have on audiences
19. how to organise, structure and present information to different audiences
20. how to communicate information and ideas to different audiences
21. how to contribute to discussions that will help to move them forward to achieve objectives
22. how to interpret speakers body language and tone of voice
23. how to use body language and tone of voice to support communication messages
24. the importance of active listening and methods that can be used

25. the ways of contributing and directing discussions to achieve outcomes
26. the importance of adapting verbal contributions to suit different audiences, purposes and situations
27. how to use language to suit the audience and situation
28. the reasons for seeking ideas and opinions from others and for taking these into account
29. the barriers to verbal communication and how these can be overcome
30. the reasons for summarising communication and the impact this has
31. how to seek feedback to check that communications achieve their purpose
32. the value of reflecting on the outcomes of communication and of identifying ways to further develop your communication skills
33. the legal, organisational, codes of practice and policies relevant to your role and the activities being carried out

Skills

1. communicating
2. organising
3. preparing
4. reflecting
5. analysing
 1. evaluating
 2. judging

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