



Australian Government

**BSBSMB409 Build and maintain
relationships with small business
stakeholders**

Release: 2

BSBSMB409 Build and maintain relationships with small business stakeholders

Modification History

Release	Comments
Release 2	This version released with BSB Business Services Training Package Version 2.0. Version created to clarify intent of unit
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to negotiate with important stakeholders and modify interactions as required.

It applies to individuals who operate a small business and use communication skills to build relationships with key stakeholders.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Management and Leadership – Small and Micro Business

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Establish and develop communication and appropriate relationships with key stakeholders	1.1 Establish specific practices for communication with key stakeholders, in accordance with codes of practice, cultural protocols, stakeholder expectations and preferences and agreed roles and responsibilities 1.2 Maintain specific ways of dealing with issues in communication with key stakeholders, adhering to codes of practice, cultural protocols and agreed roles and responsibilities 1.3 Identify and implement methods of working in culturally

ELEMENT	PERFORMANCE CRITERIA
	<p>appropriate ways</p> <p>1.4 Identify and implement plans to deal with changes in circumstances and behaviours, as required</p>
2. Establish and develop roles and responsibilities in the small business	<p>2.1 Clearly and accurately clarify roles and responsibilities in the business in accordance with organisational structure and lines of authority, codes of practice and job documentation</p> <p>2.2 Identify and apply specific practices and behaviours from codes of practice, that contribute to successful working relationships</p> <p>2.3 Clearly communicate responsibilities and practices to key stakeholders</p>
3. Review relationships with key stakeholders	<p>3.1 Review communication practices used with key stakeholders and implement any necessary improvement strategies</p> <p>3.2 Monitor and evaluate relationships with key stakeholders and implement actions needed to enhance relationships</p> <p>3.3 Evaluate roles and responsibilities in the business and undertake any revisions necessary to improve working relationships</p>

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 2.1, 2.2, 3.1	<ul style="list-style-type: none"> Interprets texts from relevant sources to identify information on job descriptions and codes of practice
Writing	1.1, 2.1, 2.3, 3.2, 3.3	<ul style="list-style-type: none"> Prepares specific information which conveys an understanding of outcomes and alternatives, and uses terminology appropriate to present to relevant personnel
Oral Communication	1.1, 2.3, 3.1	<ul style="list-style-type: none"> Clearly articulates requirements using language appropriate to audience and environment, and participates in a verbal exchange of ideas/solutions Participates in constructive negotiations using tone and language suitable to audience

Navigate the world of work	1.1, 1.3, 1.4, 2.1	<ul style="list-style-type: none"> Regularly reviews current situation and future career and work options, developing strategies to address some factors that may limit choices, and accepting those that may be outside own control at a particular point in time Monitors adherence to organisational policies and procedures and considers own role in terms of its contribution to broader goals of work environment
Interact with others	1.1, 1.2, 2.2, 3.2	<ul style="list-style-type: none"> Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction, influencing direction and taking a leadership role on occasion Looks for ways of establishing connections and building genuine understanding with a diverse range of people Actively identifies important communication exchanges, selecting appropriate channels, format, tone and context to suit purpose and audience, and monitoring impact
Get the work done	1.1, 1.4, 2.1, 3.1, 3.3	<ul style="list-style-type: none"> Develops plans to manage relatively complex, non-routine tasks with an awareness of how they may contribute to longer-term operational and strategic goals Makes critical and non-critical decisions in relatively complex situations, taking a range of constraints into account Uses formal and informal processes to monitor implementation of ideas and reflect on outcomes Recognises and anticipates an increasing range of familiar problems, their symptoms and causes, actively looking for early warning signs and implementing contingency plans

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBSMB409 Build and maintain relationships with small business stakeholders Release 2	BSBSMB409 Build and maintain relationships with small business stakeholders Release	Updated to clarify intent	Equivalent unit

Code and title current version	Code and title previous version	Comments	Equivalence status
	1		

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>