



**Australian Government**

# **BSBTWK601 Develop and maintain strategic business networks**

**Release: 1**

# BSBTWK601 Develop and maintain strategic business networks

## Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

## Application

The unit describes the skills and knowledge required to establish professional relationships and networks to support organisational objectives.

The unit applies to individuals who hold significant accountability for the effective functioning and success of an organisation or work area. At this level, work will generally be carried out using complex and diverse methods and procedures requiring the exercise of considerable discretion and judgement, using a range of problem solving and decision-making strategies.

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

## Unit Sector

Social Competence – Teamwork and Relationships

## 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. Plan networking activities	1.1 Identify potential business contacts according to networking objectives and organisational strategy 1.2 Evaluate and select potential business contacts 1.3 Plan subject matter of communication with identified businesses contacts 1.4 Evaluate methods for contacting identified business contacts
2. Undertake networking activities	2.1 Establish contact with identified business contacts 2.2 Communicate with relevant stakeholders the advantages of developing business relationship according to plan 2.3 Confirm communication channels with relevant stakeholders for

ELEMENT	PERFORMANCE CRITERIA
	future correspondence
3. Maintain networks	3.1 Identify existing business relationships and assess strategic importance according to organisational objectives 3.2 Develop plan for maintaining strategic business relationships 3.3 Evaluate opportunities for collaboration with business contacts according to organisational strategy

## Foundation Skills

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

SKILL	DESCRIPTION
Reading	<ul style="list-style-type: none"><li>Identifies and interprets information from complex texts including organisational policies and procedures</li></ul>
Writing	<ul style="list-style-type: none"><li>Communicates relationships between ideas and information, matching style of writing to purpose and audience</li><li>Researches, plans and prepares for business communication</li></ul>
Oral Communication	<ul style="list-style-type: none"><li>Participates in verbal exchanges using appropriate style, tone and vocabulary for audience, context and purpose</li><li>Participates in discussions using listening and questioning to elicit the views of others and to clarify or confirm understanding</li></ul>
Numeracy	<ul style="list-style-type: none"><li>Identifies and interprets numerical information relevant to organisational strategy</li></ul>
Enterprise and Initiative	<ul style="list-style-type: none"><li>Takes full responsibility for complying with organisational policies and procedures applicable to self and the organisation</li></ul>
Teamwork	<ul style="list-style-type: none"><li>Sequences and schedules complex activities, monitors implementation and manages relevant communication</li></ul>
Planning and organising	<ul style="list-style-type: none"><li>Applies formal processes when planning complex tasks, producing plans with logically sequenced steps, reflecting an awareness of time constraints</li><li>Identifies and takes responsibility for addressing unpredictable problems in work contexts</li></ul>

## Unit Mapping Information

No equivalent unit. New unit.

Supersedes but is not equivalent to:

- BSBCMM501 Develop and nurture relationships
- BSBREL501 Build international client relationships
- BSBREL502 Build international business networks.

## Links

Companion Volume Implementation Guide is found on VETNet -

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