

# **BSBCMN403A** Establish business networks

Release: 1



### BSBCMN403A Establish business networks

# **Modification History**

Not applicable.

## **Unit Descriptor**

This unit covers the skills and knowledge required to develop and maintain effective workplace relationships and networks. It covers the activities of communication and representation.

This unit is related to BSBFLM303A Contribute to effective workplace relationships. This unit covers the skills and knowledge required to develop and maintain effective workplace relationships and networks. It covers the activities of communication and representation.

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# **Application of the Unit**

Not applicable.

## **Licensing/Regulatory Information**

Not applicable.

# **Pre-Requisites**

Not applicable.

# **Employability Skills Information**

Not applicable.

## **Elements and Performance Criteria Pre-Content**

Not applicable.

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## **Elements and Performance Criteria**

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#### **Element**

#### **Performance Criteria**

- 1 Develop and maintain business networks
- 1.1 Appropriate network strategies are used to establish and maintain business relationships that promote organisational objectives
- 1.2 Network opportunities are identified and pursued to maximise a range of business contacts
- 1.3 Information regarding new networks is communicated to inform individuals and colleagues of potential benefits to the organisation
- 1.4 Professional networks and associations are participated in to obtain and maintain personal knowledge and skills
- 2 Establish and maintain business relationships
- 2.1 Business relationships are developed and maintained to promote benefits consistent with organisational requirements
- 2.2 Trust and confidence of business colleagues is gained and maintained through demonstration of high standards of business practices
- 2.3 A high level of negotiation skills are used to encourage positive outcomes
- 2.4 Difficult situations are identified and solutions are negotiated using collaborative problem solving techniques
- 3 Promote the organisation
- 3.1 Strategies are developed to represent and promote the organisation's interests and requirements
- 3.2 Appropriate presentation skills are used to communicate the goals and objectives of the organisation
- 3.3 Issues, policies and practices of the organisation are effectively communicated to a range of audiences in writing and orally
- 3.4 Feedback is obtained to identify and develop ways to improve promotional activities within available

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## opportunities

# Required Skills and Knowledge

Not applicable.

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## **Evidence Guide**

The Evidence Guide identifies the critical aspects, underpinning knowledge and skills to be demonstrated to confirm competence for this unit. This is an integral part of the assessment of competence and should be read in conjunction with the Range Statement.

## **Critical Aspects of Evidence**

Negotiating solutions between groups and individuals

Identifying opportunities for networking

Presenting information in a variety of formats to a range of audiences

Establishing, creating and participating in networks

Maintaining records of relevant contacts

Evaluating promotional strategies

## **Underpinning Knowledge\***

\* At this level the learner must demonstrate understanding of a broad knowledge base incorporating some theoretical concepts.

The relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination

Knowledge of the organisation's policies, plans and procedures

Principles of effective communication in relation to listening, questioning and non-verbal communication

Techniques for building relationships of trust including with people from different cultures Understanding the techniques for facilitating mutually acceptable outcomes

Methods and techniques to prepare and present information to promote the organisation Knowledge of related organisations and agencies and networks

Understanding the principles and operations of networks

### **Underpinning Skills**

Literacy skills to read and understand a variety of texts; prepare general information and papers according to target audience; spell with accuracy; use grammar and punctuation effectively as an aid to understanding

Proofreading and editing skills to ensure clarity of meaning and conformity to organisational requirements, check for accuracy and consistency of information

Communication skills including receiving feedback and reporting, maintaining effective relationships and conflict management

Evaluation skills for assessing outcomes

Problem solving skills to manage contingencies

Negotiation skills to achieve mutually acceptable outcomes

Leadership skills to gain trust and confidence of clients and colleagues

Networking skills to participate with other groups and agencies

Ability to relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities

#### **Resource Implications**

The learner and trainer should have access to appropriate documentation and resources normally used in the workplace

## **Consistency of Performance**

In order to achieve consistency of performance, evidence should be collected over a set period of time which is sufficient to include dealings with an appropriate range and variety of situations

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#### **Context/s of Assessment**

Competency is demonstrated by performance of all stated criteria, including paying particular attention to the critical aspects and the knowledge and skills elaborated in the Evidence Guide, and within the scope as defined by the Range Statement

Assessment must take account of the endorsed assessment guidelines in the Business Services Training Package

Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment

Assessment should reinforce the integration of the key competencies and the Business Services Common Competencies for the particular AQF Level. Refer to the Key Competency Levels at the end of this unit

## **Key Competency Levels**

**Collecting**, **analysing and organising information**- (Level 2) about contacts, directories and databases

**Communicating ideas and information** - (Level 2) to relevant networks

Planning and organising activities - (Level 2) to promote the organisation

Working with teams and others - (Level 2) in completing scheduled tasks

**Using mathematical ideas and techniques** -(Level 1) as an aid to measure and schedule tasks

**Solving problems** - (Level 2) to gather and convey information

Using technology - (Level 2) to prepare written correspondence

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## **Critical Aspects of Evidence**

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Identifying opportunities for networking

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**Underpinning Skills** 

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Proofreading and editing skills to ensure clarity of meaning and conformity to organisational requirements, check for accuracy and consistency of information

Communication skills including receiving feedback and reporting, maintaining effective relationships and conflict management

Evaluation skills for assessing outcomes

Problem solving skills to manage contingencies

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## **Range Statement**

The Range Statement provides advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:

# They may use legislation, codes and national standards relevant to the workplace including:

award and enterprise agreements and relevant industrial instruments relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination relevant industry codes of practice

## Organisational requirements may be included in:

quality assurances and/or procedures manuals goals, objectives, plans, systems and processes legal and organisational policy/guidelines and requirements access and equity principles and practice ethical standards

Occupational Health and Safaty policies, procedures and pre-

Occupational Health and Safety policies, procedures and programs quality and continuous improvement processes and standards defined resource parameters marketing plan

## Negotiation skills may include:

assertiveness collaboration solution designing confidence building conflict reduction stress management empathising

#### **Network strategies may include:**

conference participation seminar attendance association memberships maintain regular contact individual marketing distribution of materials

### Professional networks and associations may include:

work team suppliers other organisations committees internal/external customers government agencies professional/occupational associations project specific ad hoc consultative/reference groups advisory committees

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lobby groups

local inter-agency groups

specific interest or support groups

## Feedback on ways to improve promotional activities may include:

accuracy and sufficiency of information

benefits to organisation

impact of message

use of media

liaison with networks

appropriateness of audience

participation of competitors

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# They may use legislation, codes and national standards relevant to the workplace including:

award and enterprise agreements and relevant industrial instruments

relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity,

industrial relations and anti-discrimination

relevant industry codes of practice

## Organisational requirements may be included in:

quality assurances and/or procedures manuals

goals, objectives, plans, systems and processes

legal and organisational policy/guidelines and requirements

access and equity principles and practice

ethical standards

Occupational Health and Safety policies, procedures and programs

quality and continuous improvement processes and standards

defined resource parameters

marketing plan

#### **Negotiation skills may include:**

assertiveness

collaboration

solution designing

confidence building

conflict reduction

stress management

empathising

### Network strategies may include:

conference participation

seminar attendance

association memberships

maintain regular contact

individual marketing

distribution of materials

### Professional networks and associations may include:

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work team
suppliers
other organisations
committees
internal/external customers
government agencies
professional/occupational associations
project specific ad hoc consultative/reference groups
advisory committees
lobby groups
local inter-agency groups
specific interest or support groups
Feedback on ways to improve promotional activities

## Feedback on ways to improve promotional activities may include:

accuracy and sufficiency of information benefits to organisation impact of message use of media liaison with networks appropriateness of audience participation of competitors

## **Unit Sector(s)**

Not applicable.

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