



Australian Government

Department of Education, Employment and Workplace Relations

BSBCMM402A Implement effective communication strategies

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to select and use communication strategies appropriate to a defined job role.</p> <p>A range of legislation, rules, regulations and codes of practice may apply to this unit at the time of endorsement, depending on job roles and jurisdictions.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to individuals who use a range of communication strategies in carrying out their work.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Receive enquiry	<ul style="list-style-type: none">1.1. Establish nature of <i>enquiry</i>1.2. Ensure interactions with <i>person making enquiry</i> are in accordance with <i>organisation's standards and procedures</i> and meet the person's <i>needs and expectations</i>1.3. Clearly outline <i>legal and other limits</i> of own responsibility to person making the enquiry1.4. Record person's details and issues
2. Identify and apply appropriate communication techniques	<ul style="list-style-type: none">2.1. Use <i>communication strategies</i> that reflect organisational standards and procedures2.2. Use effective <i>communication techniques</i> during the enquiry2.3. Ensure confidentiality of the enquiry is respected
3. Determine action to be taken	<ul style="list-style-type: none">3.1. Identify personal limitations in taking action and seek appropriate assistance from <i>designated individuals</i>3.2. Respond in an <i>appropriate manner</i>3.3. Involve <i>other parties</i> in action if appropriate3.4. Manage expectations of person making enquiry
4. Review outcomes of communication	<ul style="list-style-type: none">4.1. Follow up with person making enquiry to ensure action was effected4.2. Seek feedback about the communication strategies4.3. Undertake appropriate record keeping and reporting

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - listen to and interpret enquiries
 - provide clear and specific information
- computer skills to:
 - access information from a range of online sources
 - keep records
 - provide reports in required format
- literacy skills to document and record details of enquiries
- research skills to:
 - locate necessary information from internal and external sources
 - identify and evaluate status of information sought
- interpersonal skills to:
 - handle and tactfully screen enquiries of a sensitive nature
 - interact with a range of culturally and linguistically diverse clients
- problem-solving skills to assess enquiries and to allocate them to appropriate sources for further information

Required knowledge

- legislation, regulations and standards relevant to job role
- organisation's policies and procedures required for the full range of tasks associated with role and responsibilities
- accepted codes of practice relevant to the workplace, including those relating to:
 - privacy and confidentiality
 - use of company property
 - duty of care
 - ethical behaviour
 - non-discriminatory practice
 - conflict of interest
 - compliance with reasonable direction
 - extent of legal professional privilege

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the ability to:

- conduct work according to accepted codes of conduct
- convey appropriate options to person making enquiry according to organisation's policies and procedures
- exercise judgement and tact in decisions as to when enquiries should be transferred to a more experienced person
- select appropriate communication techniques with regard to culturally and linguistically diverse clients.

Context of and specific resources for assessment

Assessment must ensure access to:

- an actual workplace or simulated environment
- workplace manuals and reference materials, such as company policies, procedural manuals, checklists and sample forms
- appropriate technology, such as computers with relevant software and communication mediums
- appropriate resources and people with expert knowledge of communication techniques appropriate to the specific workplace.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- analysis of responses to case studies and scenarios
- demonstration of communication techniques
- direct questioning combined with review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate
- observation of performance in role plays
- review of documentation recording details of person making enquiry, and issues
- evaluation of needs and expectations of person making enquiry and discussion of appropriate responses
- oral or written questioning to assess knowledge of scope of own responsibilities and obligations to refer matters outside of area of responsibility.

Guidance information for

Holistic assessment with other units relevant to the industry sector,

EVIDENCE GUIDE**assessment**

workplace and job role is recommended, for example:

- BSBRES404A Research legal information using primary sources.

Range Statement

RANGE STATEMENT	
<p>The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.</p>	
<i>Enquiry</i> may be specific or general and may include:	<ul style="list-style-type: none"> • complaint • liaison • seeking a meeting • seeking information • seeking referral.
<i>Person making enquiry</i> may include:	<ul style="list-style-type: none"> • client or customer • general public • government representative • internal employee • representative of another organisation • supplier.
<i>Organisation's standards and procedures</i> may include:	<ul style="list-style-type: none"> • code of conduct with respect to security, confidentiality and privacy • compliance framework • documenting activities planned and undertaken • procedures relating to: <ul style="list-style-type: none"> • booking rooms and resources • time recording • protocols relating to: <ul style="list-style-type: none"> • accommodating specific client needs, e.g. case manager, social worker or parole officer • telephone responses.
<i>Needs and expectations</i> may include:	<ul style="list-style-type: none"> • fair and equitable treatment • follow-up action • sensitivity to physical, cultural, ethnic, language and literacy requirements • specificity and accuracy of information.
<i>Legal and other limits</i> may include:	<ul style="list-style-type: none"> • extent of legal and professional privilege • industry and professional regulations • legislative and professional codes of conduct • organisational practices.
<i>Communication</i>	<ul style="list-style-type: none"> • discuss options

RANGE STATEMENT	
<i>strategies</i> may include:	<ul style="list-style-type: none"> • draft an email, formal letter or other written response • make a telephone call • organise a meeting • send a fax • use text messaging or other mobile telephone communication • use web-based communication and networking strategies.
<i>Communication techniques</i> may include:	<ul style="list-style-type: none"> • accommodating communication difficulties experienced by person making enquiry, such as language or literacy • actively listening • clarifying request or problem by summarising and repeating to ensure that information gathered is accurate • controlling tone of voice and body language • demonstrating sensitivity to emotional and physical state and cultural background of person making enquiry • using correct grammar and language.
<i>Designated individuals</i> may include:	<ul style="list-style-type: none"> • colleague • regulatory or government personnel • supervisor • teacher or trainer.
<i>Appropriate manner</i> may include:	<ul style="list-style-type: none"> • contacting another organisation • documenting and filing communication according to organisation's procedures • not pursuing the matter • notifying relevant department of enquiry • organising a meeting • promptly contacting person making enquiry where appropriate • providing a written response • recording contact on database • referring person making enquiry to: <ul style="list-style-type: none"> • appropriate government department • community legal centre • law firm • supervisor or appropriate authority within the firm • relaying information verbally and, if directed by legal practitioner, forwarding information in writing to person making enquiry • telephoning person making enquiry after researching the appropriate information.

RANGE STATEMENT

Other parties may include:

- barristers
- clients
- clients' representatives
- government representatives
- interpreters
- lawyers for opposing party
- legal aid
- medical and legal consultants
- police
- regulatory bodies.

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Communication - interpersonal communication
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Co-requisite units

Co-requisite units		