



Australian Government

BSBREL401 Establish networks

Release: 1

BSBREL401 Establish networks

Modification History

Release	Comments
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 develop and maintain effective work relationships and networks through relationship building and negotiation skills required by workers within an organisation as well as freelance or contract workers.

It applies to individuals with a broad knowledge of networking and negotiation who contribute well developed skills in creating solutions to unpredictable problems through analysis and evaluation of information from a variety of sources. They may have responsibility to provide guidance or to delegate aspects of tasks to others.

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

Unit Sector

Stakeholder Relations – Relationship Management

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. Develop and maintain business networks	1.1 Use appropriate network strategies to establish and maintain relationships that promote the development of business opportunities 1.2 Identify and pursue network opportunities to maximise a range of contacts 1.3 Communicate information regarding new networks to inform individuals, colleagues and clients of potential benefits 1.4 Participate in professional networks and associations to obtain and maintain personal knowledge and skills

ELEMENT	PERFORMANCE CRITERIA
2. Establish and maintain business relationships	2.1 Develop and maintain relationships to promote benefits consistent with organisational/client requirements 2.2 Gain and maintain trust and confidence of contacts through demonstration of high standards of business practices 2.3 Use a high level of negotiation skills to encourage positive outcomes 2.4 Identify difficult situations and negotiate solutions using collaborative problem-solving techniques 2.5 Seek specialist advice in the development of contacts where appropriate
3. Promote the relationship	3.1 Develop strategies to represent and promote the interests and requirements of the relationship 3.2 Use appropriate presentation skills to communicate the goals and objectives of the relationship 3.3 Effectively communicate issues, policies and practices of the relationship to a range of audiences, in writing and verbally 3.4 Obtain feedback to identify and develop ways to improve promotional activities within available opportunities

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
Learning	1.4, 3.4	Seeks opportunities to develop and extend expertise and identify areas for professional improvement
Reading	2.1	Sources and analyses information to establish networks that consistently promote business opportunities
Writing	1.1-1.3, 2.1, 2.2, 2.5, 3.1-3.4	Uses appropriate vocabulary, layout and grammatical structure to convey ideas and information
Oral Communication	1.1-1.4, 2.1-2.5, 3.2, 3.3, 3.4	- Utilises persuasive language and appropriate non-verbal features to achieve mutually acceptable outcomes - Uses active listening and questioning techniques to

		confirm understanding
Navigate the world of work	2.1	Understands and adheres to organisational policies and procedures
Interact with others	1.1-1.4, 2.1-2.5, 3.1, 3.2	- Actively identifies the requirements of important communication exchanges, selecting appropriate channels, format, tone and content to suit purpose and audience - Looks for ways of establishing connections and building genuine understanding with a diverse range of people - Begins to cultivate relationships with people with the knowledge, skills and influence to get things done or provide support
Get the work done	1.1, 1.2, 2.1, 2.4	- Takes responsibility for planning, sequencing and implementing tasks required to build and maintain networks - Uses analytical processes to identify problems, gather relevant information, evaluate options and determine solutions

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBREL401 Establish networks	BSBREL401A Establish networks	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBREL401 Establish networks

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Performance Evidence

Evidence of the ability to:

- identify and use networking opportunities
- maintain records of relevant contacts
- use written and verbal communication skills to establish, cultivate and promote professional business relationships
- use feedback to improve promotional activities.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- list and describe strategies for establishing and maintaining business relationships
- identify relevant networks, organisations, agencies, associations or individuals
- describe the principles and techniques needed to negotiate positive outcomes
- explain client or organisational policies, plans and procedures relevant to business relationships
- outline methods for obtaining feedback on promotional activities.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the stakeholder relations – relationship management field of work and include access to:

- relevant workplace documentation and resources
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

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