



Australian Government

Department of Education, Employment and Workplace Relations

CHCCOM4B Develop, implement and promote effective communication techniques

Release: 1

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Modification History

Not applicable.

Unit Descriptor

Applying higher level communication skills required for effective operation in the workplace.
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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.

Elements and Performance Criteria

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Element	Performance Criteria
1 Contribute to the development of effective communication strategies	1.1 Strategies for internal and external dissemination of information are developed, promoted, implemented and reviewed as required to ensure individual and organisational effectiveness is maximised 1.2 In developing and implementing strategies special communication needs are addressed to avoid discrimination in the workplace 1.3 Channels of communication are established and reviewed regularly to ensure staff are informed of relevant information in a timely way 1.4 Coaching in effective communication is provided to staff as required 1.5 Negotiation and conflict resolution strategies are used where required to promote effective operation of the organisation 1.6 Issues are negotiated with key stakeholders, clients and staff in a way which leads to a mutually acceptable outcome 1.7 Relevant work related networks and relationships are maintained as required to ensure client needs and organisational objectives are met 1.8 All communication with clients and colleagues is appropriate to individual needs and the situation and promotes achievement of organisational objectives
2 Represent the organisation to a range of groups	2.1 When participating in internal and external forums, presentations are relevant, appropriately researched and presented in a manner to promote the organisation, and adjusted to meet audience needs 2.2 Presentations are clear and sequential and delivered within a predetermined time and utilise appropriate media to enhance the presentation and address audience needs

- 2.3 Questions from the audience are responded to in a manner consistent with organisation standards
 - 2.4 Differences in views are respected and considered in a way that values and encourages other's contributions
- 3 Facilitate group discussions
 - 3.1 Mechanisms which enhance effective group interactions are defined and implemented
 - 3.2 Strategies which encourage all group members to participate are used routinely including seeking and acknowledging contributions from all members
 - 3.3 Objectives and agendas for meetings and discussions are routinely set and followed
 - 3.4 Relevant information is provided to groups as appropriate to facilitate outcomes
 - 3.5 Evaluation of group communication strategies is undertaken to promote ongoing participation of all parties
 - 3.6 The specific communication needs of individuals are identified and addressed
- 4 Produce quality written materials
 - 4.1 Writing is succinct and clear and is presented in a logical and sequential way which matches the audience and the purpose of the document
 - 4.2 Organisation guidelines and current accepted standards of writing which match the purpose are observed in producing all written documentation
 - 4.3 Appropriate and timely advice to management and clients is prepared and provided as required
 - 4.4 Where individual skill levels do not match workplace requirements, appropriate remedial action is taken, including seeking assistance and additional training
- 5 Conduct interviews
 - 5.1 In conducting interviews and formal discussions effort is applied to ensure that appropriate structures, timeframes and protocols are mutually agreed and adhered to
 - 5.2 Effective questioning, speaking, listening and

nonverbal communication techniques are used during discussions and interviews, to ensure the required information is accessed or message communicated

- 5.3 Feedback and advice is given in a way which reflects current identified good practice
- 5.4 The conduct of interviews and formal discussions shows due regard to individual differences, needs and rights
- 5.5 Appropriate grievance and counselling procedures are used to deal with problems of a serious nature

Required Skills and Knowledge

Not applicable.

Evidence Guide

Critical aspects of assessment:

Establishing and maintaining an appropriate network of clients

Incorporating the requirements of specific groups in all client service work

Essential knowledge:

Assess cultural communication protocol

Knowledge of different communication styles and techniques

Different interview techniques

Introduction to Social Research

Introduction to Study Skills

Interpersonal Communication

Group Processes

Interviewing Skills

Models and theories of crisis intervention

Returning to study

Research skills

Introduction to personal communication evaluation

Written communication

Oral communication

Essential skills:

Principles and practices of client service delivery

Effective workplace writing

Effective presentation techniques

Effective communication techniques

Operation of interview and other panels

Effective group management processes

Conflict resolution and negotiation

Capacity to work effectively with clients in crisis

Resource implications:

Access to appropriate workplace where assessment can take place or

Simulation of realistic workplace setting for assessment

Consistency in performance:

Assessment may include observations, questioning or evidence gathered from the workplace, including testimonials from clients and colleagues, etc.

Assessment is recommended to be conducted over more than one occasion and include communications with individuals and groups

Context of assessment:

This unit will be most appropriately assessed in the workplace or in a simulated workplace and under the normal range of workplace conditions.

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Range Statement

Oral, written and non-verbal communication in the organisation can occur with:

Clients and stakeholders
Representatives of client groups or organisations
Members of the public
Managers and staff in own and other organisations
Private organisations and consultants
Academic institutions, public sector and community organisations
Colleagues in different locations, e.g. regional/central offices

Written communication can involve both handwriting and operation of word processing equipment. It may take the form of:

Case notes and reports
Minutes of meetings
Routine as well as complex reports
Proposals, project plans and spreadsheets
General internal and external correspondence
Speeches, journal articles and marketing materials
Instructions, procedures and policies

Oral communication can take the form of:

Seeking and conveying information
Consulting and advising
Formal and informal presentations to different audiences
Structured interviewing for selection or counselling purposes
Leading discussions and briefings
Negotiating
Chairing and participating in meetings
Conflict resolution
Coaching
Advocacy
On the job training

Clients are defined by the work of the organisation and can include:

Individual members of the public
Other organisations, community groups and individuals
Other work areas of the organization

Non verbal communication incorporates using:

Techniques of listening

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Unit Sector(s)

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