



Australian Government

Department of Education, Employment and Workplace Relations

CHCCOM504A Develop, implement and promote effective workplace communication

Release: 1

CHCCOM504A Develop, implement and promote effective workplace communication

Modification History

Not Applicable

Unit Descriptor

Descriptor

This unit describes the knowledge and skills required to apply higher level communication skills that underpin effective workplace operations

Application of the Unit

Application

The high level communication skills described in this unit may be applied across a range of workplace contexts involving development, application and evaluation of communication strategies to effectively address identified client needs and promote the organisation

Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Not Applicable

Employability Skills Information

Employability Skills

This unit contains Employability Skills

Elements and Performance Criteria Pre-Content

Elements define the essential outcomes of a unit of competency.

The Performance Criteria specify the level of performance required to demonstrate achievement of the Element. Terms in *italics* are elaborated in the Range Statement.

Elements and Performance Criteria

ELEMENT

1. Contribute to the development of effective communication strategies

PERFORMANCE CRITERIA

- 1.1 Develop, promote, implement and review strategies for internal and external dissemination of information as required to maximise individual and organisation effectiveness
- 1.2 In developing and implementing strategies, address special communication needs to avoid discrimination in the workplace
- 1.3 Establish channels of communication and review regularly to ensure staff are informed of relevant information in a timely way
- 1.4 Provide coaching in effective communication to staff as required
- 1.5 Use negotiation and conflict resolution strategies where required to promote effective operation of the organisation
- 1.6 Negotiate issues with key stakeholders, *clients* and staff to facilitate mutually acceptable outcomes
- 1.7 Maintain relevant work-related networks and relationships to meet client needs and organisation objectives
- 1.8 Ensure all communication with clients and colleagues is appropriate to individual needs and the situation and promotes achievement of organisation objectives

ELEMENT

PERFORMANCE CRITERIA

- | | |
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| 2. Represent the organisation to a range of groups | <ul style="list-style-type: none">2.1 Present relevant, appropriately researched material in internal and external forums, in a manner that promotes the organisation and is adjusted as required to meet <i>audience needs</i>2.2 Ensure presentations are clear and sequential and delivered within a predetermined time, and utilise appropriate media to enhance the presentation and address audience needs2.3 Respond to questions from the audience in a manner consistent with organisation standards2.4 Respect and consider differences in views in a way that values and encourages contributions of others |
| 3. Facilitate group discussions | <ul style="list-style-type: none">3.1 Define and implement mechanisms that enhance effective group interactions3.2 Routinely use strategies that encourage all group members to participate, including seeking and acknowledging contributions from all members3.3 Routinely set and follow objectives and agendas for meetings and discussions3.4 Provide relevant information to groups as appropriate to facilitate outcomes3.5 Evaluate group communication strategies to promote ongoing participation of all parties3.6 Identify and address the specific communication needs of individuals |
| 4. Facilitate work group interaction | <ul style="list-style-type: none">4.1 When conducting meetings, clarify purpose, agree procedures, negotiate roles and responsibilities, adhere to agreed timeframes and maintain equality of participation and input by group members4.2 Seek feedback on operation of group processes, encourage suggestions for change and implement appropriate action4.3 Provide feedback in a supportive manner appropriate to individuals and the group |

ELEMENT

PERFORMANCE CRITERIA

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|--|--|
| 5. Use specific communication techniques to assist in resolving conflict | <p>5.1 Use strategies to facilitate conflict resolution</p> <p>5.2 Use communication skills and processes to identify and address barriers to communication and explore issues and background to the conflict</p> <p>5.3 Use effective skills in listening, reframing providing feedback and negotiation to support exploration and clarification of issues</p> <p>5.4 Seek agreement on processes to be followed to resolve conflict within scope of own abilities, skills and work role</p> <p>5.5 Make referral for conflict resolution and mediation as appropriate</p> |
| 6. Produce quality written materials | <p>6.1 Ensure writing is succinct and clear and presented in a logical and sequential way to match audience needs and the purpose of the document</p> <p>6.2 Ensure all written documentation produced addresses organisation guidelines and current accepted standards of writing in line with purpose</p> <p>6.3 Prepare and provide appropriate and timely advice to management and clients as required</p> <p>6.4 Where individual skill levels do not match workplace requirements, take appropriate remedial action, including seeking assistance and additional training</p> |
| 7. Conduct interviews | <p>7.1 In conducting interviews and formal discussions, make an effort to ensure that appropriate structures, timeframes and protocols are mutually agreed and adhered to</p> <p>7.2 Use effective questioning, speaking, listening and non-verbal communication techniques during discussions and interviews, to ensure the required information is accessed or message communicated</p> <p>7.3 Give feedback and advice in a way which reflects current identified good practice</p> <p>7.4 Conduct interviews and formal discussions with due regard to individual differences, needs and rights</p> <p>7.5 Use appropriate complaints management, grievance and counselling procedures to deal with serious problems</p> |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level required for this unit.

Essential knowledge:

The candidate must be able to demonstrate essential knowledge required to effectively do the task outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the identified work role

These include knowledge of:

- Knowledge of different communication styles and techniques
- Different interview techniques
- Effective interpersonal, written and oral communication
- Negotiation techniques
- Group development processes
- Conflict resolution strategies and techniques
- Research techniques, including for social research

Essential skills:

It is critical that the candidate demonstrate the ability to:

- Establish and maintain an appropriate network of clients
- Incorporate the requirements of specific groups in all client service work
- Communicate professionally with other professionals

In addition, the candidate must be able to effectively do the task outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the identified work role

These include the ability to:

- Work effectively with clients and service providers
- Assess cultural communication protocols
- Demonstrate application of skills in:
 - Self-reflection
 - Principles and practices of client service delivery
 - Effective workplace writing
 - Effective presentation techniques

REQUIRED SKILLS AND KNOWLEDGE

- Effective communication techniques
- Effective interviewing
- Effective group management processes
- Conflict resolution and negotiation
- Use relevant information technology effectively in line with occupational health and safety (OHS) guidelines

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, the Range Statement and the Assessment Guidelines for this Training Package.

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

- The individual being assessed must provide evidence of specified essential knowledge as well as skills
- This unit will be most appropriately assessed in the workplace or in a simulated workplace and under the normal range of workplace conditions
- Assessment is recommended to be conducted over more than one occasion and include communications with individuals and groups

EVIDENCE GUIDE

- Access and equity considerations:*
- All workers in community services should be aware of access, equity and human rights issues in relation to their own area of work
 - All workers should develop their ability to work in a culturally diverse environment
 - In recognition of particular issues facing Aboriginal and Torres Strait Islander communities, workers should be aware of cultural, historical and current issues impacting on Aboriginal and Torres Strait Islander people
 - Assessors and trainers must take into account relevant access and equity issues, in particular relating to factors impacting on Aboriginal and/or Torres Strait Islander clients and communities
- Context of and specific resources for assessment:*
- This unit can be assessed independently, however holistic assessment practice with other community services units of competency is encouraged
 - Resources required for assessment include access to relevant workplace or simulated realistic workplace setting where assessment may take place
- Method of assessment:*
- Assessment may include observations, questioning or evidence gathered from the workplace, including testimonials from clients and colleagues etc

Range Statement

RANGE STATEMENT

The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Add any 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.

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

Audience needs may require adjustments, such as:

- Alternative format for written materials such as large print, braille, audio or in another language
- Assistive technology such as audio loops
- Interpreters including signers

*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
- Submission writing

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

RANGE STATEMENT

- 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 organisation

Unit Sector(s)

Not Applicable