



Australian Government

MSS405014 Develop a communications strategy to support operations

Release: 1

MSS405014 Develop a communications strategy to support operations

Modification History

Release 1. Supersedes and is equivalent to MSS405014A Develop a communications strategy to support operations

Application

This unit of competency covers the skills and knowledge required to develop and implement a communications strategy to support employees in a production or operational environment where competitive systems and practices are being implemented.

This unit applies to an individual (who may be a manager, technical specialist or other person) who is required to analyse, plan, and determine and implement required communication strategies for production or operational employees engaged in implementing competitive systems and practices. The unit can also apply to planning and then implementing modifications to an existing strategy.

The unit applies to not only communicating information required to gain and maintain support for competitive systems and practices but also strategies that assist with the achievement of competitive systems and practices outcomes, such as visualisation strategies for layouts and employee information stations.

This unit primarily requires the application of skills associated with developing effective communication strategies. Problem solving, initiative and enterprise, and planning and organising are required to ensure communications are targeted and meet the needs of stakeholders. This unit also requires aspects of self-management and learning to ensure improvement of own communication effectiveness.

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

Pre-requisite Unit

Nil

Competency Field

Competitive systems and practices

Unit Sector

Not applicable

Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

- | | | | |
|---|--|-----|--|
| 1 | Determine information needs of employees and production or operations systems | 1.1 | Examine competitive systems and practices strategy and determine broad information framework. |
| | | 1.2 | Examine the production or operational processes and their requirements and determine the information needs of employees in these areas. |
| | | 1.3 | Examine operational support areas and determine the information needs of employees. |
| | | 1.4 | Discuss information used and desired with employees at all relevant levels, and involve team and other key personnel in strategy development to ensure awareness, learning and commitment. |
| | | 1.5 | Examine control systems to determine their data needs. |
| 2 | Select communication strategy | 2.1 | Analyse required information flows. |
| | | 2.2 | Determine access requirements by information users. |
| | | 2.3 | Evaluate suitability of communication media for required information flows and access. |
| | | 2.4 | Consider implications of contingencies and non-conformances for communication strategy. |
| | | 2.5 | Discuss possible strategy with relevant stakeholders. |
| | | 2.6 | Select an appropriate strategy or strategies. |
| 3 | Implement strategy | 3.1 | Develop a list of what needs to be achieved. |
| | | 3.2 | Determine resources required to implement strategy. |
| | | 3.3 | Obtain authority for communication media to be developed. |
| | | 3.4 | Monitor development of communication media and take appropriate corrective action, as required. |

- | | | | |
|---|----------------------------------|-----|--|
| | | 3.5 | Deploy developed communication media. |
| 4 | Monitor ongoing situation | 4.1 | Determine relevant indicators for communication strategy. |
| | | 4.2 | Monitor indicators. |
| | | 4.3 | Re-evaluate communication needs on a regular basis. |
| | | 4.4 | Make improvements to the communication strategy, as appropriate. |

Foundation Skills

This section describes those required skills (language, literacy and numeracy) that are essential to performance.

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

This field allows for different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included.

- Competitive systems and practices include one or more of:**
- lean operations
 - agile operations
 - preventative and predictive maintenance approaches
 - statistical process control systems, including six sigma and three sigma
 - Just in Time (JIT), kanban and other pull-related operations control systems
 - supply, value, and demand chain monitoring and analysis
 - 5S
 - continuous improvement (kaizen)
 - breakthrough improvement (kaizen blitz)
 - cause/effect diagrams
 - overall equipment effectiveness (OEE)
 - takt time
 - process mapping
 - problem solving

- run charts
 - standard procedures
 - current reality tree.
- Operations support areas include one or more of:**
- office
 - logistics
 - sales
 - marketing
 - insurance
 - legal
 - training and utilities providers.
- Information access requirements include one or more of:**
- timing of access (e.g. occasional, periodic and continual)
 - method of access (e.g. visual/auditory/tactile access)
 - online/hard copy access
 - access locations.
- Communication media includes one or more of:**
- terminals, computers, and so on, with built in memory
 - internet
 - hard copy manuals, such as standard operating procedures (SOPs), work health and safety (WHS) and training manuals
 - verbal briefings and informal conversations
 - circulars and letters
 - signage
 - instruction displays
 - tags and isolations/lockouts
 - permits to work/clearances
 - visual factory type displays
 - painted walkways.
- Stakeholders include one or more of:**
- team members
 - personnel officers
 - industrial officers
 - union delegates
 - production and operations management
 - human relations management
 - financial management
 - engineering/technical personnel.

Unit Mapping Information

Release 1. Supersedes and is equivalent to MSS405014A Develop a communications strategy to support operations

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5b04f318-804f-4dc0-9463-c3fb9a3fe998>