



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **PUACOM004B Manage organisational communication strategies**

**Revision Number: 2**

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### **Modification History**

PUACOM004B Release 2: Layout adjusted. Application added.  
PUACOM004B Release 1: Primary release.

### **Unit Descriptor**

This unit covers competency in developing, implementing, reviewing and evaluating communication strategies and promoting effective communication techniques in the workplace.

### **Application of the Unit**

This unit applies to workers who have an organisation wide role in the development and management of communication strategies. It has no explicit people management requirements however it does require high level skills around interpersonal relationships and communication.

### **Licensing/Regulatory Information**

Not applicable.

### **Pre-Requisites**

Not applicable.

### **Employability Skills Information**

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

## Elements and Performance Criteria

| ELEMENT                                          | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Develop communication strategies              | <p>1.1 Strategies for effective internal and external dissemination of information are developed to meet the organisation's requirements.</p> <p>1.2 <b><i>Special communication needs</i></b> are considered in developing <b><i>strategies to avoid discrimination</i></b> in the workplace.</p> <p>1.3 <b><i>Communication strategies</i></b> are analysed, evaluated and revised where necessary to make sure they are effective.</p> |
| 2. Establish and maintain communication pathways | <p>2.1 Pathways of communication are established to meet requirements of organisation and workforce.</p> <p>2.2 Pathways are maintained and reviewed to ensure personnel are informed of relevant information.</p>                                                                                                                                                                                                                        |
| 3. Promote the use of communication strategies   | <p>3.1 Information is provided to all areas of the organisation to facilitate implementation of the strategy.</p> <p>3.2 Effective communication techniques are articulated and modelled to the workforce.</p> <p>3.3 Personnel are given guidance about adapting communication strategies to suit a range of contexts.</p>                                                                                                               |

## Required Skills and Knowledge

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

### Required Skills

- building relationships
- coaching
- conflict resolution
- listening
- negotiation
- networking
- verbal communication

### Required Knowledge

- conflict resolution strategies and techniques
- language and literacy levels of personnel
- negotiation strategies and techniques
- possible communication difficulties
- range of communication strategies
- special communication needs of personnel
- techniques for improving communication and listening skills

## Evidence Guide

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

It is essential for this unit that competence be demonstrated in:

- Strategies developed suit organisation's core business and different audiences

### Consistency in performance

Evidence should be gathered over a period of time in a range of actual or simulated workplace environments.

### Context of and specific resources for assessment

#### Context of assessment

On the job or in a simulated work environment.

#### Specific resources for assessment

No special requirements.

## 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. ***Bold italicised*** wording in the Performance Criteria is detailed below.

- Special communication needs*** may include:
  - persons from culturally and linguistically diverse backgrounds
  - people with a disability
- Strategies to avoid discrimination*** may include:
  - emphasis on verbal rather than written communication
  - simple proformas
  - plain English documents
  - provision of individual assistance with reading/writing
- Communication strategies*** may include:
  - internal and external information requirements
  - range of content areas
  - dissemination of organisational information
  - evaluation and effectiveness

## Unit Sector(s)

Not applicable.