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**Overview**

This standard is about communicating and persuading in writing and verbally in a business environment. It includes making decisions about the level of formality required for the communication and presenting ideas in a way that the audience will find convincing. It is for administrators who need to communicate and persuade in a business environment.

**Performance  
criteria**

**Plan communication**

*You must be able to:*

- P1 identify the purpose of the communication, the audience and the outcomes to be achieved
- P2 decide on the level of formality/informality required for each communication and act accordingly
- P3 decide which method of communication to use

**Communicate in writing**

*You must be able to:*

- P4 identify sources of information that support the purpose of the communication
- P5 evaluate information to extract points that support the purpose of the communication
- P6 select an appropriate tone and style for the written communication
- P7 present the information using a format, layout, style and house style that is appropriate to the subject matter, work situation and communication channel
- P8 use language that is appropriate to the audience and to suit the purpose
- P9 organise, structure and present information clearly and accurately to suit different audiences
- P10 use accurate grammar, punctuation and spelling to make sure that meaning is clear
- P11 proofread or check work and make any necessary amendments
- P12 produce the communication to meet agreed deadlines recognising the difference between what is important and what is urgent
- P13 keep a file copy of all communication

**Communicate verbally**

*You must be able to:*

- P14 present information and ideas clearly and convincingly to others
- P15 direct discussions to achieve objectives, adapting contributions to suit the audience, purpose and situation
- P16 use appropriate body language and voice tone
- P17 listen actively to information that other people are communicating
- P18 ask relevant questions to clarify anything not understood
- P19 make relevant, well-argued responses using language to suit the audience and situation
- P20 give others the opportunity to contribute their ideas and opinions and take these into account
- P21 overcome barriers to verbal communication
- P22 summarise the communication with the person/people you are

communicating with

**After communication**

*You must be able to:*

- P23 seek feedback on whether the communication achieved its purpose
- P24 reflect on the outcomes of communication and identify ways to further develop communication skills

## **CFABAA616 - SQA Unit Code FE76 04**

### **Manage communications in a business environment**

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#### **Knowledge and understanding**

*You need to know and understand:*

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#### **Plan communication**

- K1 the reasons for identifying the purpose of communication, the audience and the aims of the outcomes to be achieved
- K2 methods of communication and situations in which to use them

#### **Communicate in writing**

- K3 relevant sources of information and how to extract key points
- K4 how to judge the tone and style for written communication
- K5 how to use language appropriate to the audience, purpose and communication media
- K6 how to organise, structure and present information to different audiences
- K7 how to check the accuracy of the information
- K8 how to use grammar, punctuation and spelling accurately
- K9 the principles of Plain English
- K10 the reasons for proofreading or checking work
- K11 how to recognise when work is urgent or important
- K12 the organisational procedures for filing written work

#### **Communicate verbally**

- K13 how to present information and ideas clearly, convincingly or persuasively
- K14 ways of directing discussions to achieve objectives and how to adapt contributions to suit different audiences, purposes and situations
- K15 how to use and interpret body language and tone of voice
- K16 methods of active listening
- K17 how to use language to suit the audience and situation
- K18 the reasons for seeking ideas and opinions from others and for taking these into account
- K19 barriers to verbal communication
- K20 the reasons for summarising communication

#### **After communication**

- K21 how to seek feedback on whether the communication achieved its purpose
- K22 the value of reflecting on the outcomes of communication and of identifying ways to further develop communication skills

## **Additional Information**

### **Skills**

1. analysing
2. communicating
3. evaluating
4. organising
5. planning
6. reflecting
7. using judgement

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### Manage communications in a business environment

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**Developed by** Skills CFA

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**Version number** 2

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**Date approved** January 2013

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**Indicative review date** December 2016

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**Validity** Current

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**Status** Original

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**Originating organisation** Skills CFA

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**Original URN** CFABAA616

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**Relevant occupations** Business, Administration and Law; Administration; Administration and Secretarial Occupations

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**Suite** Business and Administration (2013)

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**Key words** Business; administration; communication