

3006 Principles of communication in a food business

SQA Unit Code

H3GC 04

Level 3

SCQF Level 6

SCQF Credit value 5

Unit Summary

This standard is about the principles of communication in a food business. Communication of strategy, policy and day to day operational plans is important in ensuring colleagues understand their role in the objectives of the business and are motivated to carry them out. Communication is essential in developing the culture and sense of purpose of a food business. It is a fundamental in developing trust with and between colleagues. Communication is particularly important during periods of growth, uncertainty and change.

You will need to know and understand the different methods of communication and how they can be applied to situations across a food business. You will also need to know and understand the importance of a strategic communication policy and its affect on the success of the organisation.

This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in communication in a food business.

In order to be assessed as competent you must demonstrate to your assessor that you can consistently perform to the requirements set out below. Your performance evidence must include at least one observation by your assessor.

Evidence of knowledge and understanding should be collected during observation of performance in the workplace. Where it cannot be collected by observing performance, other assessment methods should be used.

You need to know and understand:

1. why it is important to have a strategic approach to internal and external communication
2. how to ensure a communication strategy is embedded in all policies, plans, procedures and methods of communication and why it is important to do so
3. the importance of communication in managing people and developing trust, openness and a sense of shared purpose in an organisation
4. the importance of two-way communication and the organisational procedures available to ensure this is carried out and acted upon where necessary
5. how communication can be used to influence organisational culture and organisational development plans
6. why it is sometimes appropriate to segment the audience, tailoring the method of communication to the audience and how to do this
7. the different methods and media available to facilitate communication in a food business, their advantages and disadvantages
8. how innovative technology can be used to aid communication and its advantages

- and disadvantages
9. the appropriateness of different methods, frequencies and tone of communication to different situations and how to apply them
 10. why non-verbal communication must be recognised as an informal method of communication and its relative importance in influencing actions, behaviour and culture in a food business

Evidence of performance may employ examples of the following assessment:

- observation
- written and oral questioning;
- evidence from company systems (e.g. Food Safety Management System)
- reviewing the outcomes of work
- checking any records of documents completed
- checking accounts of work that the candidate or others have written