
Overview

Communicate by making sure that the `message' is delivered and received as intended.

Links: SAS / A212; and, SAS / A111.

Specific Skills:

1. communicating
2. interpersonal skills
3. managing resources
4. managing time
5. negotiating
6. presenting yourself
7. problem solving
8. organising
9. planning
10. recording
11. using technology

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Communicate in a business environment

Performance criteria

- You must be able to:*
- P1 communicate with other people to make sure the 'message' of communication has been delivered and received as intended
 - P2 select the most appropriate method of communication for the audience
 - P3 communicate clearly and coherently taking into account the needs of the audience
 - P4 safeguard confidential information
 - P5 give others the opportunity to ask questions and checking their understanding
 - P6 actively focus on information that other people are communicating, questioning any points you are unsure about
 - P7 make constructive contributions to discussions, developing points and ideas
 - P8 make sure that the communication has met its purpose
 - P9 present a positive image of yourself and your organisation

Knowledge and understanding

You need to know and understand:

- K1 the purpose and benefits of making sure that communication delivers the 'message' in which it is intended to be received
- K2 what methods of communication are available to you
- K3 your organisation structures, procedures and communication channels
- K4 the different audiences with which you might need to communicate and their needs
- K5 how to identify the appropriate methods of communication for different audiences
- K6 how to structure your communication so that it is clear and accurate
- K7 the purpose and value of empathising with your audience and adapt the way that you communicate to meet their needs
- K8 how non-verbal communication effects the impact you have on other people
- K9 how to interpret and respond positively to non-verbal communication
- K10 how to identify confidential information in line with your organisation's procedures
- K11 the purpose of safeguarding confidential information and how to do this
- K12 the purpose and benefits of giving other people the opportunity to ask questions and check their understanding and to respond positively to these
- K13 how to contribute constructively to discussions
- K14 how to focus actively on what others are communicating
- K15 how to evaluate the effectiveness of your communication and deal with situations where its purpose has not been achieved
- K16 the purpose and value of presenting a positive image of yourself and your organisation
- K17 the purpose and benefits for organisations to have a friendly and purposeful way of dealing with contacts
- K18 the types of contacts you deal with, the requirements that they have and how to meet their needs
- K19 types of problems that may occur with contacts – including conflict and aggression – and how to deal with these

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Relevant occupations Agriculture, Horticulture and Animal Care; Business, Administration and Law; Information and Communication Technology; Arts, Media and Publishing; Health, Public Services and Care; Medicine and Dentistry; Nursing and Subjects and Vocations Allie; Health and Social Care; Public Services; Child Development and Well Being; Agriculture; Horticulture and forestry; Animal care and veterinary science; Environmental conservation; Professional Occupations; Managers and Senior Officials; Information and Communication Technology; Research Professionals; Librarians and Related Professionals; Engineering Professionals; Science Professionals; Database Administration; Software Development; Systems Support; Local Area Archives; Associate Professionals and Technical Occupations; Corporate Managers and Senior Officials; Microsoft Certified Professional; Application Support; Business Analyst; Managers and Proprietors in Hospitality ; ICT for practitioners; ICT for users; Science and mathematics; Science; Mathematics and statistics; Construction, Architecture; Building and construction; Urban, rural and regional planning; Retail and commercial enterprise; Retailing and wholesaling; Warehouse and distribution; Service enterprises; Hospitality and catering; Leisure, travel and tourism; Sport, leisure and recreation; Travel and tourism; Performing Arts; Media and communication; Publishing and information services; History, philosophy and theology; History; Archaeology and archaeological sciences; Philosophy; Theology and religious studies; Social sciences; Geography; Sociology and social policy; Politics; Economics; Anthropology; Language, literature and culture; Languages, literature and culture of the; Other languages, literature and culture; Linguistics; Education

and training; Teaching and lecturing; Direct learning support; Preparation for life and work; Foundations for learning and life; Preparation for work; Accounting and finance; Administration; Business management; Marketing and sales; Law and legal services; Production Managers; Functional Managers; Quality and Customer Care Managers; Financial Institution and Office Manager; Managers in Distribution, Storage and Re; Protective Service Officers; Health and Social Services Officers; Managers in Farming, Horticulture, Forestry; Managers and Proprietors In Other Services; Health Professionals; Teaching Professionals; Legal Professionals; Business and Statistical Professionals; Architects, Town Planners and Surveyors; Public Service Professionals; Science and Engineering Technicians; Draught persons and Building Inspectors; IT Service Delivery Occupations; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Protective Service Occupations; Artistic and Literary Occupations; Design Associate Professionals; Media Associate Professionals; Sports and Fitness Occupations; Administration and Secretarial Occupations; Government and Related Organisations; Finance; Records; Communications; General; Secretarial and Related Occupations; Skilled Trades Occupations; Printing Trades; Personal Service Occupations; Healthcare and Related Personal Services; Childcare and Related Personal Services; Animal Care Services; Leisure and Travel Service Occupations; Hairdressers and Related Occupations; Housekeeping Occupations; Personal Services Occupations NEC; Sales and Customer Services Occupations; Sales Assistants and Retail Cashiers; Customer Service Occupations; Process, Plant and Machine Operatives; Process Operatives; Plant and Machine Operatives; Assemblers and Routine Operatives; Construction Operatives; Transport Drivers and Operatives; Mobile Machine Drivers and Operatives; Elementary Occupations; Elementary Agricultural Occupations; Elementary Construction Occupations; Elementary Process Plant Occupations; Elementary Goods Storage Occupations; Elementary Administration Occupations; Elementary Personal Services Occupations; Elementary Cleaning Occupations; Elementary Security Occupations; Elementary Sales Occupations; Transport Associate Professionals; Legal Associate Professionals; Business and Finance Associate Professionals; Sales and Related Associate Professional; Conservation Associate Professionals; Public Service and Other Associate Professionals; Farmer; Farm Worker; Arts, Media and Publishing; Librarians and Related Professionals; Crafts, creative arts and design; Quality and Customer Care Managers; Artistic and Literary Occupations; Customer Service Occupations; Animal Technologist; Licensed Animal Technologist; Agricultural Machinery Operator; Agricultural Technician; Tractor Driver; Supervisor; General Farm Worker; Ticketing Occupations; Admissions; Box Office; Visitor Services; Booking Office;

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Self Administration NOS; Livestock Production; Cultural & Heritage Venue Operations; Animal Technology; Agricultural Crop Production; Ticketing;

Key words

communication, negotiation, planning ,organisation, presentation, recording, clients, customers, team members, information, colleagues, interpersonal skills, problem solving, audience, image, stakeholders; venue; Ticketing; Customer; Communicate; Box Office; Admissions; Visitor;

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