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**Overview**

This standard is about working with colleagues both in the same channel of your organisation's business and within other channels. Cooperation across channels is essential to the success of the organisation as a whole. This standard describes what everyone within a multi-channel retail business needs to do in order to work together effectively. It applies to everyone in the organisation regardless of their particular specialism, their level of responsibility or the channel within which they mainly work.

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**Performance  
criteria**

**You must be able to:**

- P1 use effective methods of communicating with **colleagues**
- P2 recognise and value the work of **colleagues** and their contribution to the success of your organisation
- P3 liaise with **colleagues** in a courteous and respectful manner
- P4 offer and accept constructive criticism to and from colleagues, when necessary
- P5 offer support and encouragement to **colleagues**, particularly where they have new roles or responsibilities
- P6 explore with **colleagues** on a regular basis possible new ways of working that will benefit your organisation
- P7 ensure that the information you share with **colleagues** is up-to-date, accurate, relevant and clear
- P8 take appropriate action to resolve difficulties in working with **colleagues**
- P9 work with **colleagues** in ways that support the purpose, objectives and **brand values** of your organisation

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## Knowledge and understanding

### You need to know and understand:

- K1 the impact of multi-channel retailing within your organisation, including the importance of providing a 'seamless' service to your organisation's customers, irrespective of the customer journey undertaken
- K2 the impact of multi-channel retailing upon how you and your colleagues provide a service to your customers
- K3 mutually acceptable ways of communicating with **colleagues**
- K4 how your work and that of your **colleagues** contributes towards the success of your organisation
- K5 why you need to be courteous and respectful when liaising with **colleagues**
- K6 how to offer and respond to constructive criticism
- K7 the types of support and encouragement **colleagues** are likely to need from you, and in what circumstances
- K8 effective ways of seeking and suggesting ideas for new ways of working that will benefit your organisation
- K9 what information **colleagues** need from you
- K10 potential sources of conflict within your organisation
- K11 effective ways to resolve difficulties with colleagues
- K12 the purpose, objectives and **brand values** of your organisation

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## Additional Information

### Glossary

**Brand values** – the core values and qualities that define your organisation's business from the customer's viewpoint

**Colleagues** – those who work in any of the following:

- 1 your team
- 2 the same channel of your organisation's business
- 3 other channels of your organisation's business

## PPLMCR01 SQA Unit Code H8N7 04

### Work productively with colleagues in a multi-channel retail business



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**Suite** Multi-channel retailing

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