
Overview

Good communication skills and the ability to work well with other people will help you to develop your career in sport. You need to be able to communicate and work with a range of people, including coaching and other support staff, managers, mentors and other athletes, if you are going to achieve excellence in your sport. You will need to conduct yourself in a professional manner at all times including during various events, such as presentations and interviews where you will be expected to present a positive image of yourself, your organisation and your sport.

It is important that you can:

- listen to and absorb the information that others are giving you
- ask questions when necessary
- provide information to other people in an appropriate format; clearly and accurately
- contribute to, and allow others to contribute to, discussions
- identify appropriate information that meets your needs
- communicate well in a range of formats
- establish good working relationships with other people
- agree how you will work well together
- prepare effectively and present a positive image of yourself, your organisation and your sport

This standard is divided into two parts. The first part describes the three things you have to do. These are:

- 1. Communicate effectively with other people**
- 2. Work effectively with other people**
- 3. Present a positive image of yourself, your organisation and your sport**

The second part covers the knowledge and understanding you must have.

Target Group

This standard is for athletes who have the realistic potential to achieve excellence in their sport and are seeking to perform at the highest level.

**Performance
criteria**

Communicate effectively with other people

You must be able to:

- P1 actively listen to what **other people** are trying to communicate, asking questions when necessary
- P2 provide clear and accurate information to **other people** when they need it
- P3 make useful contributions to discussions with **other people**
- P4 identify and extract the main information from a variety of sources

Work effectively with other people

You must be able to:

- P5 identify how to use the contributions of **other people** in your sporting career
- P6 identify and agree who is responsible for what
- P7 identify and agree how you will deal with any problems that might occur when working with **other people**
- P8 deal effectively with **other people's** feedback and emotions

Present a positive image of yourself, your organisation and your sport

You must be able to:

- P9 ensure your appearance, behaviour and what you communicate reflects the standards of yourself, your organisation and your sport
- P10 identify positive attitudes that underpin your behaviour in sport
- P11 identify the impact of your actions on your reputation and on your sporting image and career
- P12 reflect on your own professional image using feedback from **other people**
- P13 comply with your organisation's code of conduct
- P14 comply with **event** guidelines where appropriate
- P15 present a positive image of yourself, your organisation and your sport during media interviews

Knowledge and understanding

Communicate effectively with other people

You need to know and understand:

- K1 why it is important to communicate effectively within your role(s)
- K2 why it is important to have active listening skills and what this means
- K3 why you should always ask questions when there are things you are unsure about
- K4 why it is important to know what types of information other people need from you and how to give them this information in a way that meets their needs
- K5 the importance of discussions with your coaching and other support staff and other athletes and how to contribute to these discussions
- K6 how to make best use of input from coaching and other support staff and other athletes
- K7 why you should always give other people the opportunity to contribute their ideas and why it is important to take account of their ideas
- K8 the types of material you need to work with as part of your role(s)
- K9 how to identify and extract the main points you need from various sources
- K10 how to communicate effectively in a range of formats
- K11 why it is important to recognise cultural differences

Work effectively with other people

You need to know and understand

- K12 the importance of good working relationships with your coaching and other support staff, and other athletes
- K13 the role of agents in sport
- K14 how to build a good working relationship with other people
- K15 why it is important to agree objectives and ways of working with the people you work with
- K16 why it is important to identify and agree who is responsible for the tasks and responsibilities
- K17 the types of problems that may occur when you are working with other people and how to deal with these problems
- K18 how to deal with other people's feedback and emotions effectively
- K19 why it is important to give feedback to the people you work with and how to do so constructively
- K20 the importance of identifying how you can improve the way you work with other people and how to do so
- K21 the types of conflict that may happen with other people and how to deal with these types of conflict constructively

Present a positive image of yourself, your organisations and your sport

You need to know and understand

- K22 why it is important to present a positive image of yourself, your organisation and your sport
- K23 the types of events you will be called upon to attend
- K24 the role(s) that you may carry out at such events
- K25 the importance of preparing yourself properly for events and how to do so
- K26 who you should liaise with and seek advice from
- K27 the types of sensitive issues that you may encounter at events and how to deal with these
- K28 the role of public relations and the media in sport and how to make good use of the media

Additional Information

Scope/range

1 Other people

- 1.1. coaching staff
- 1.2. other staff
- 1.3. other athletes
- 1.4. officials
- 1.5. media personnel
- 1.6. general public

2 Event

- 2.1. competition
- 2.2. athlete appearance
- 2.3. presentations

**Links to other
NOS**

This standard links closely with all other SKAES standards.

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Communicate effectively with other people whilst seeking to achieve excellence in your sport

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Suite Achieving Excellence in Sports Performance

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