CFAM&LDB5 **(SQA Unit Code - H41N 04)**
Manage team communications

Overview

This standard is about managing communication with teams, within teams and between different teams.

This standard is relevant to managers and leaders who are responsible for ensuring effective team communication.

This standard links closely to *CFAM&LBA3 Lead your team*, *CFAM&LDB1 Build teams*, *CFAM&LDB6 Support remote/virtual teams* and *CFAM&LFA5 Manage projects*.

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You must be able to:

P1   Discuss and agree with team members their communication needs, including:

    P1.1   the information they need from you, other teams members and other people, and when they need it

    P1.2   the information they need to provide to you, other team members and other people, and when they need to provide it

    P1.3   when they need to discuss their work and issues arising with you, other team members and other people

    P1.4   the media and styles of communication which they find effective.

P2   Agree with team members regular communication methods which meet their communication needs and make effective use of time and resources, including technology.

P3   Agree with team members whom they should contact for specific purposes.

P4   Agree with team members effective communication methods to be used in urgent or exceptional circumstances.

P5   Ensure team members receive the information they need, when they need it.

P6   Ensure team members provide you, other team members and other people with the information they need, when they need it.

P7   Provide timely opportunities for team members to discuss their work and issues arising with you, other team members and other people.

P8   Review the effectiveness of communication methods with team members and other people at regular intervals and in light of significant changes, and take appropriate action to sustain or improve effective communication.

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Knowledge and understanding

General knowledge and understanding

You need to know and understand:

K1   Principles and methods of effective communication and how to apply them.

K2   The range of media (eg face-to-face, paper, telephone, e-mail, Internet) and styles of communication (eg written, spoken, visual, demonstration) that can be used and their relative benefits in different circumstances.

K3   Technologies that can support team communication.

K4   How to discuss and agree communication needs with team members.

K5   How to review the effectiveness of communication methods with team members.

K6   The importance of providing team members with opportunities to discuss their work and issues arising, and how to do so.

Industry/sector specific knowledge and understanding

You need to know and understand:

K7   Industry/sector requirements for consultation with employees and their representatives.

Context specific knowledge and understanding

You need to know and understand:

K8   Individuals in your area of work, their roles, responsibilities, competences and potential.

K9   Organisational requirements for reporting and providing information.

K10 Technologies and other resources available within your organisation that can facilitate communication.

K11 Whom team members should contact for specific purposes.

K12 The types of urgent or exceptional circumstances that may arise.

Behaviours

When performing to this standard, you are likely to demonstrate the following behaviours:

1 Seek opportunities to improve performance
2 Identify people's information needs
3 Listen actively, ask questions, clarify points and restate or rephrase statements to check mutual understanding
4 Identify people's preferred ways of communicating
5 Use communication media and styles appropriate to different people and situations
6 Present information clearly, concisely, accurately and in ways that promote understanding
7 Keep people informed of plans and developments in a timely way
8 Clearly agree what is expected of others and hold them to account
9 Use cost-effective, time-effective and ethical means to gather, store and retrieve information
10 Encourage others to share information and knowledge within the constraints of confidentiality
11 Identify the range of elements in a situation and how they relate to each other

12 Take timely decisions that are realistic for the situation

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Skills

When performing to this standard, you are likely to demonstrate the following skills:

- Communicating

- Evaluating

- Information management

- Involving others

- Monitoring

- Obtaining feedback

- Reflecting

- Reviewing

- Thinking strategically

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Developed by	CFA Business skills @ work
Version number	2.0
Date approved	March 2012
Indicative review date	March 2015
Validity	Current
Status	Original
Originating organisation	CFA Business skills @ work
Original URN	CFAM&LDB5