
Overview

This standard is about communicating successfully with those in or outside the workplace. This could include clients, customers, colleagues, visitors, line managers or employers. It is about using the most relevant and effective forms of communication for the information or situation.

This standard is suitable for those who are self-employed, working for a sole practitioner or within a workshop or studio.

The following should be considered when working in craft:

- 1 Safe working practices
- 2 Ethics and sustainability

**Performance
criteria**

- You must be able to:*
- P1 identify the information and those with whom you need to communicate
 - P2 select the most appropriate method of communication for the audience
 - P3 determine the needs and scale of the audience, before selecting the most appropriate method of communication
 - P4 safeguard confidential information
 - P5 determine the appropriate language and references to be used in the communication
 - P6 give others the opportunity to ask questions
 - P7 check the understanding of the audience
 - P8 actively focus on information that other people are communicating, questioning any points you are unsure about
 - P9 make constructive contributions, developing points and ideas to discussions
 - P10 ensure that the communication has met its purpose
 - P11 present a positive image of yourself and/or your employer

Knowledge and understanding

You need to know and understand:

- K1 why effective communication is important
- K2 what methods of communication are available to you
- K3 the different audiences with which you need to communicate and their needs
- K4 how to identify the appropriate methods of communication for different audiences
- K5 how to structure your communication so that it is clear and accurate
- K6 why it is important to understand your audience and adapt the way that you communicate to meet their needs
- K7 how to identify confidential information and how to protect this information
- K8 why it is important to give other people the opportunity to ask questions and check their understanding and to respond positively to this
- K9 how to contribute constructively to discussions
- K10 how to focus actively on what others are communicating
- K11 how to consider the effectiveness of your communication and deal with situations where its purpose has not been achieved
- K12 why it is important to present a positive image of yourself and/or your employer

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Communicate effectively in craft

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