

Communicate in a business environment

Overview

This standard is about communicating in writing and verbally in a business environment. It is for people who may have to correspond with customers regularly across all mediums. The way in which your organisation presents itself to your customers is extremely important whether this is done verbally or through written channels.

When you have completed this standard you will be able to demonstrate your understanding of and ability to:

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Performance criteria

You must be able to:

Plan communication

1. Identify the purpose of the communication and the audience
2. Decide which method of communication to use

Communicate in writing

3. Find and select information that supports the purpose of the communication
4. Organise, structure and present information to suit the audience's needs and what you want to say
5. Confirm and read written material that contains information that is needed
6. Extract the main points needed from written material
7. Use accurate grammar, punctuation and spelling
8. Use correct layout for the intended type of text
9. Proof read or check work and make any necessary amendments.
10. Produce the communication to meet deadlines recognising the difference between what is important and what is urgent
11. Keep a file copy of all communication if applicable

Communicate verbally

12. Present information and ideas clearly to others
13. Make contributions to discussions that help to move the discussion forward
14. Listen actively to information that other people are communicating and respond appropriately
15. Ask relevant questions to clarify anything not understood
16. Summarise the communication with the person/people being communicated with to make sure the meaning has been understood

After communication

17. Reflect on the outcomes of communication and identify ways to develop communication skills further

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Knowledge and understanding

You need to know and understand:

Plan communication

1. The reasons for identifying the purpose of communication and the audience
2. Methods of communication and situations in which to use them

Communicate in writing

3. Relevant sources of information
4. How to use language appropriate to the audience, the chosen communication method and the purpose of the communication
5. How to organise, structure and present information for the audience
6. How to check the accuracy of information
7. How to use grammar, punctuation and spelling accurately
8. The principles of Plain English
9. The reasons for proofreading or checking work
10. How to recognise when work is urgent or important
11. The organisational procedures for filing communications

Communicate verbally

12. How to present information and ideas clearly
13. Ways of contributing to discussions that will help to move them forward
14. Methods of active listening
15. The reasons for summarising communication

After communication

16. How to seek feedback on whether the communication achieved its purpose
17. The value of reflecting on the outcomes of communication and of identifying ways to further develop communication skills

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