

Communicate information in a business environment

Overview

This standard is about communicating within a business environment both verbally and non-verbally. It is for people that regularly have to carry out written communication and verbally present information to customers or colleagues. It involves choosing the most effective method of communication and following this through to the end in terms of evaluating the effectiveness of what and how you communicated the information.

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

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Performance criteria

You must be able to:

Plan communication

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

Communicate in writing

3. Format information clearly and accurately
4. Use language that suits the purpose of the communication
5. Use grammar, punctuation and spelling accurately to make sure meaning is clear
6. Check work and make any necessary amendments
7. Produce the communication to meet deadlines recognising the difference between what is important and what is urgent
8. Keep a file copy of all communication

Communicate verbally

9. Present information clearly to others
10. Make contributions to discussions
11. Listen to information other people are communicating
12. Ask relevant questions to clarify anything not understood

After communication

13. Seek feedback on whether the communication achieved its purpose
14. Reflect on the outcomes of the 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
2. Methods of communication and when to use them

Communicate in writing

3. How to use language that suits the purpose of the communication
4. How to format information clearly and accurately
5. How to use grammar, punctuation and spelling accurately
6. The principles of plain English
7. The reasons for checking work
8. How to recognise when work is urgent or important
9. The organisation's procedures for filing communications

Communicate verbally

10. How to present information and ideas clearly
11. How to contribute to discussions
12. Methods of active listening

After communication

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

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