

---

**Overview**

This standard is about engaging audiences within an organisation. It includes identifying the communications requirements of business functions and key internal stakeholder groups, ensuring that internal communications are co-ordinated, providing support to those dealing with the media or external stakeholders and monitoring the outcomes of public relations activity. It is for public relations professionals who engage internal audiences either within an in-house context, or on behalf of client organisations.

---

**Performance  
criteria**

- You must be able to:
- P1 identify the organisation's structure and key internal stakeholder groups, and establish their communication requirements
  - P2 develop and present a persuasive business case for meeting internal communication requirements, obtaining support from internal stakeholder groups
  - P3 agree communication objectives and plans with the organisation's business functions and internal stakeholder groups which are in line with the organisation's overall strategy
  - P4 ensure that internal communications are co-ordinated and support the organisation's overall strategy
  - P5 provide appropriate support to the organisation's business functions and key internal stakeholder groups in dealing with the media or external stakeholders
  - P6 ensure that managers and employees communicate in line with published public relations guidelines
  - P7 monitor and evaluate the effectiveness of communication activity and adjust strategies and plans accordingly

---

**Knowledge and understanding**

**You need to know and understand:**

- K1 legal, regulatory and ethical requirements codes of practice and organisational policies and procedures affecting communications within and by an organisation
- K2 the vision, objectives and culture of the organisation
- K3 the organisation's principal business functions and their communication needs
- K4 the organisation's structure and key lines of influence
- K5 how to develop and present a persuasive business case for meeting internal communication requirements
- K6 methods of co-ordinating communications and ensuring that these are in line with agreed strategy
- K7 methods for ensuring the effective co-ordination of communications across an organisation
- K8 types of communications tactics and tools available within organisations and how to deploy these
- K9 approaches to building involvement and commitment within the organisation
- K10 potential barriers to effective communications, both internal and external, and methods for overcoming these
- K11 types of support that might be needed in dealing with the news media or external stakeholder groups and how to provide it
- K12 methods of monitoring the effectiveness of internal communications activity

CFAPRE009 - SQA Unit Code HL49 04  
Engage internal audiences



---

<b>Developed by</b>	Skills CFA
<b>Version number</b>	1
<b>Date approved</b>	December 2013
<b>Indicative review date</b>	December 2016
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	Skills CFA
<b>Original URN</b>	CFAPRE009
<b>Relevant occupations</b>	Advertising and public relations executives; Public relations professionals
<b>Suite</b>	Public Relations (2013)
<b>Key words</b>	Public relations; engaging internal audiences; internal stakeholders

---