

S308: Communicate in a business environment

Overview: Communicate in writing and verbally in a business environment.

Links: All categories

Specific skills:

- Analysing
- Communicating
- Organising
- Planning
- Reflecting

Performance Indicators

Plan communication

1. Identify the purpose of the communication, the audience and the outcomes to be achieved
2. Decide which method of communication to use

Communicate in writing

3. Identify sources of information that support the purpose of the communication
4. Select information that supports the purpose of the communication
5. Present the information using a format, layout, style and house style that is appropriate to the subject matter, work situation and communication channel
6. Use language that is appropriate to the audience and the purpose of the communication
7. Organise, structure and present information to suit different audiences
8. Select and read written material that contains information that is needed
9. Identify and extract the main points needed from written material
10. Use accurate grammar, punctuation and spelling to make sure that meaning is clear
11. Proofread or check work and make any necessary amendments
12. Evaluate written material to identify how well it met its purpose
13. Produce the communication to meet deadlines recognising the difference between what is important and what is urgent
14. Keep a file copy of all communication

Communicate verbally

15. Present information and ideas clearly to others
16. Make contributions to discussions that suit the audience, purpose and situation
17. Use appropriate body language and voice tone
18. Listen actively to information that other people are communicating and respond appropriately
19. Ask relevant questions to clarify anything not understood
20. Summarise the communication with the person/people being communicated with to make sure the correct meaning has been understood

After communication

21. Seek feedback on whether the communication achieved its purpose
22. Reflect on outcomes of communication and

Knowledge & Understanding

Plan communication

- A. The reasons for identifying the purpose of communication, the audience and the outcomes to be achieved
- B. Methods of communication and situations in which to use them

Communicate in writing

- C. Relevant sources of information
- D. The principles of 'netiquette' in electronic communications
- E. How to use language appropriate to the audience and the purpose of the communication
- F. How to organise, structure and present information to different audiences
- G. How to check the accuracy of the information
- H. How to use grammar, punctuation and spelling accurately
- I. How to write in Plain English
- J. The reasons for proofreading or checking work
- K. How to recognise when work is urgent or important
- L. The organisation's procedures for filing written work

Communicate verbally

- M. How to present information and ideas clearly
- N. Ways of contributing to discussions to achieve objectives and how to adapt contributions to suit different audiences, purposes and situations
- O. How to use and interpret body language and tone of voice
- P. Methods of active listening
- Q. The reasons for summarising communication

After communication

- R. How to seek feedback on whether the communication achieved its purpose
- S. The benefits of reflecting on the outcomes of communication and of identifying ways to further develop communication skills

identify ways to develop communication skills
further