



## Unit F2JF 04 (504)

## Communicate Effectively

### Unit Summary

This Unit is about communicating effectively with people you may have contact with when working in a food and drink manufacturing environment. This may include team members, colleagues, customers and visitors, which are both internal and external to your business. 'Colleagues' are any people that you are expected to work with, whether they are at a similar position or in other positions.

In order to be assessed as competent you must demonstrate to your assessor that you can consistently perform to the requirements set out below. Your performance evidence must include at least one observation by your assessor.

*Achievement of this Unit will provide you with opportunities to develop the following SQA Core Skills:*

#### Communication Intermediate 2

- ◆ Read, understand and evaluate written communication.
- ◆ Produce well-structures written communication.

#### Working With Others Intermediate 2

- ◆ Work with others in a group to analyse, plan and complete an activity.

*I have completed the requirements of this Unit.*

Candidate name: \_\_\_\_\_ Date: \_\_\_\_\_

Candidate signature: \_\_\_\_\_ Date: \_\_\_\_\_

*I can confirm the candidate has completed all requirements of this Unit.*

Assessor signature: \_\_\_\_\_ Date: \_\_\_\_\_

IV signature: \_\_\_\_\_ Date: \_\_\_\_\_

Assessment centre: \_\_\_\_\_

You must be able to	Evidence Requirements	Evidence/ Activity Ref No.
<p>Communicate effectively</p> <p>This means you:</p> <p>1 (a) Communicate effectively with other people.</p> <p>(b) Select the most appropriate method of communication for the audience.</p> <p>(c) Communicate clearly and effectively taking account of the needs of the audience.</p> <p>(d) Safeguard confidential information.</p> <p>(e) Give others the opportunity to ask questions and check their understanding.</p> <p>(f) Actively focus on information that other people are communicating, questioning any points you are unsure about.</p> <p>(g) Make constructive contributions to discussions, developing points and ideas.</p> <p>(h) Ensure that the communication has met its purpose.</p> <p>(i) Present a positive image of yourself and your business.</p>	<p>Evidence of communicating effectively in accordance with workplace procedures.</p>	

**Evidence of Performance**

Evidence of performance may employ examples of the following assessment:

- ◆ observation
- ◆ written and oral questioning
- ◆ evidence from company systems (eg Food Safety Management System)
- ◆ reviewing the outcomes of work
- ◆ checking any records of documents completed
- ◆ checking accounts of work that the candidate or others have written
- ◆ witness testimony

<b>Candidate name:</b>		<b>Assessor initials/date</b>
<b>No</b>	<b>Activity</b>	
1		

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<b>You need to know and understand</b>		<b>Evidence</b>
Evidence of knowledge and understanding should be collected during observation of performance in the workplace. Where it cannot be collected by observing performance, other assessment methods should be used.		
K1	Why effective communication is important.	
K2	What methods of communication are available to you.	
K3	Your business structures, procedures and communication channels.	
K4	The different audiences with which you might need to communicate and their needs.	
K5	How to identify the appropriate methods of communication for different audiences.	
K6	How to structure your communication so that it is clear and accurate.	
K7	Why it is important to empathise with your audience and adapt the way that you communicate to meet their needs.	
K8	How non-verbal communication affects the impact you have on other people.	
K9	How to interpret and respond positively to non-verbal communication.	
K10	How to identify confidential information in line with your company's procedures.	
K11	Why confidential information should be safeguarded and how to do this.	
K12	Why it is important to give other people the opportunity to ask questions and check their understanding and to respond positively to these.	
K13	How to contribute constructively to discussions.	
K14	How to focus actively on what others are communicating.	
K15	How to evaluate the effectiveness of your communication and deal with situations where its purpose has not been achieved.	
K16	Why it is important to present a positive image of yourself and your business	
K17	Why it is important for businesses to have a friendly and efficient way of dealing with contacts.	
K18	The type of contacts you deal with, the requirements that they have and how to meet their needs.	
K19	Types of problems that may occur with contacts — including conflict and aggression — and how to deal with these.	

Notes/Comments
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**Assessor signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_