
Overview

This standard is about communicating information and knowledge to a wide range of people.

This standard is relevant to all managers and leaders.

This standard underpins many of the other standards. It links closely to all the other standards in key area *EC Manage information and knowledge*.

CFAM&LEC4 (SQA Unit Code – H8GX 04)

Communicate information and knowledge

Performance criteria

- You must be able to:*
- P1 Identify the information and knowledge people need and why they need them.
 - P2 Communicate information and knowledge only to those who have a right to them, in line with policies and legal requirements.
 - P3 Identify how people prefer to receive information and knowledge and what media, languages, styles, timing and pace are most appropriate.
 - P4 Check that the information and knowledge you are communicating are current, accurate and complete.
 - P5 Take action to minimise any interference or disruption to your communication.
 - P6 Communicate in ways that help people to understand the information and knowledge you are communicating and their relevance.
 - P7 Use a variety of techniques to gain and maintain people's attention and interest and to help them retain information and knowledge.
 - P8 Adjust and fine-tune your communication in response to both verbal and non-verbal feedback.
 - P9 State the level of confidence that can be placed in the information and knowledge you are communicating; i.e. whether they are based on rigorously researched evidence, widely accepted facts or personal opinion.
 - P10 Where you have to use jargon, technical terms or abbreviations, explain these carefully.
 - P11 Confirm that people have received and understood the information and knowledge you have communicated.

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 How to identify people's needs for information and knowledge and their motivations for acquiring it.
- K2 The importance of communicating information and knowledge only to those who have a right to it.
- K3 How to establish people's preferred communication media, languages, styles, timing and pace.
- K4 The importance of checking the currency, accuracy and completeness of the information and knowledge you are communicating, and how to do so.
- K5 How to take action to minimise any interference or disruption to your communication.
- K6 The importance of structuring your communication in ways that facilitate people's reception and understanding, and how to do so.
- K7 Techniques to gain and maintain people's attention and interest and to help them retain information and knowledge, and how to use a variety of relevant techniques.
- K8 The importance of using verbal and non-verbal feedback to help you fine-tune your communication, and how to do so.
- K9 The importance of communicating the level of confidence that can be placed on the information and knowledge, i.e.; whether it is based on rigorously researched evidence, widely accepted facts or personal opinion.
- K10 The importance of carefully explaining jargon, technical terms or abbreviations.
- K11 The importance of confirming that people have received and understood the information and knowledge you have communicated, and how to do so.

Industry/sector specific knowledge and understanding

You need to know and understand:

- K12 Industry/sector requirements for communicating information and knowledge.

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Context specific knowledge and understanding

You need to know and understand:

- K13 The needs, motivations and preferences of the people you are communicating with.
- K14 Policies and legal requirements relating to communication.
- K15 Who has a right to the information and knowledge you are communicating.
- K16 The jargon, technical terms and abbreviations commonly used in the context in which you are working.

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Behaviours

When performing to this standard, you are likely to demonstrate the following behaviours:

- 1 seize opportunities presented by the diversity of people
- 2 identify people's information needs
- 3 listen actively, ask questions, clarify points and restate or rephrase statements to check mutual understanding
- 4 identify people's preferred ways of communicating
- 5 use communication media and styles appropriate to different people and situations
- 6 present information clearly, concisely, accurately and in ways that promote understanding
- 7 comply with, and ensure others comply with, legal requirements, industry regulations, organisational policies and professional codes
- 8 check the accuracy and validity of information
- 9 make appropriate information and knowledge available promptly to those who need it and have a right to it
- 10 seek to understand people's needs and motivations
- 11 take timely decisions that are realistic for the situation

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Skills

When performing to this standard, you are likely to demonstrate the following skills:

- Analysing
- Assessing
- Communicating
- Decision-making
- Evaluating
- Information management
- Involving others
- Obtaining feedback
- Planning
- Presenting information
- Providing feedback
- Reviewing

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