S412: Manage communications in a business environment

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

Links: All categories

Specific skills:
- Analysing
- Planning
- Communicating
- Reflecting
- Evaluating
- Using judgement
- Organising

Performance Indicators	Knowledge & Understanding

Performance Indicators

Plan communication

1. Identify the purpose of the communication, the audience and the outcomes to be achieved
2. Decide on the level of formality/informality required for each communication and act accordingly
3. Decide which method of communication to use

Communicate in writing

4. Identify sources of information that support the purpose of the communication
5. Evaluate information to extract points that support the purpose of the communication
6. Select an appropriate tone and style for the written communication
7. Present the information using a format, layout, style and house style that is appropriate to the subject matter, work situation and communication channel
8. Use language that is appropriate to the audience and to suit the purpose
9. Organise, structure and present information clearly and accurately to suit different audiences
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. Produce the communication to meet agreed deadlines recognising the difference between what is important and what is urgent
13. Keep a file copy of all communication

Communicate verbally

14. Present information and ideas clearly and convincingly to others
15. Direct discussions to achieve objectives, adapting contributions to suit the audience, purpose and situation
16. Use appropriate body language and voice tone
17. Listen actively to information that other people are communicating
18. Ask relevant questions to clarify anything not understood
19. Make relevant, well-argued responses using language to suit the audience and situation
20. Give others the opportunity to contribute their ideas and opinions and take these into account
21. Overcome barriers to verbal communication
22. Summarise the communication with the

Knowledge & Understanding

Plan communication

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

Communicate in writing

C. Relevant sources of information and how to extract key points
D. How to judge the tone and style for written communication
E. How to use language appropriate to the audience, purpose and communication media
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. The principles of Plain English
J. The reasons for proofreading or checking work
K. How to recognise when work is urgent or important
L. The organisational procedures for filing written work

Communicate verbally

M. How to present information and ideas clearly, convincingly or persuasively
N. Ways of directing 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. How to use language to suit the audience and situation
R. The reasons for seeking ideas and opinions from others and for taking these into account
S. Barriers to verbal communication
T. The reasons for summarising communication

After communication

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

person/people you are communicating with

After communication

23. Seek feedback on whether the communication achieved its purpose

24. Reflect on the outcomes of communication and identify ways to further develop communication skills