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| Title: | **Communicating with people outside the work team** | | |
| Level: | 2 | | |
| Credit value: | 1 | | |
| Unit guided learning hours | 6 | | |
| Learning outcomes (the learner will) | | Assessment criteria (the learner can) | |
| 1. Understand the importance of effective communication with people outside the team   32 | | 1.1  1.2  1.3 | Explain why effective communication with those outside the team is important  16  Give examples of the methods of communicating with those outside of team  8  List the advantages and disadvantages of each method  8 |
| 1. Understand how to present a positive impression to those outside the team   68 | | 2.1  2.2  2.3  2. | Outline why it is important to give a positive impression to internal and external customers  12  Explain why product/service knowledge is important in presenting a positive impression to those outside the team  20  Explain why it is important to observe legal, organisational and ethical rules when providing information to customers  20  Outline communication skills that could improve the relationship with customers  16 |

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| **Additional information about the unit** | |  |
| Unit purpose and aim(s) | | To develop an understanding of communicating with people outside the team as required by a practising or potential team or cell leader. |
| Details of the relationship between the unit and relevant national occupational standards or professional standards or curricula (if appropriate) | | Links to MSC 2004 NOS: D1 |
| Assessment requirements or guidance specified by a sector or regulatory body (if appropriate) | |  |
| Support for the unit from a sector skills council or other appropriate body (if required) | | Council for Administration (CfA) |
| Equivalencies agreed for the unit (if required) | | M2.14 Communicating with people outside the work team |
| Location of the unit within the subject/sector classification system | | 15.3 Business Management |
| **Additional Guidance about the Unit** | | |
| **Indicative Content:** | | |
| 1 | * Building and maintaining effective working relationships with those outside the team | |
| 2 | * When to refer outside the team * How to create a positive impression * Promoting positive relationships with customers * Importance of product/service knowledge * Communication skills, including:   + Questioning   + Active listening   + Informing   + Negotiating * Importance of observing legal, organisational and ethical rules on providing information to customers | |