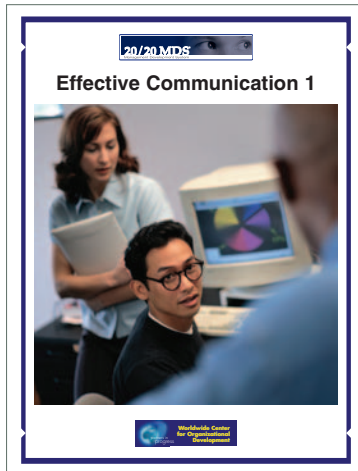


# Effective Communication

## (Levels A, B & C)



### Underpinning Competencies

- Listening and Organising
- Giving Clear Information
- Getting Unbiased Information
- Reciprocal Communication
- Contextual Thinking

### Linked Assessments (where applicable)

- Listening Effectiveness Profile
- Communication Effectiveness Profile
- Communication Style Assessment

Communication plays a crucial part in organisational success. Without effective communication systems and practices no organisation will flourish and develop. At both the individual and the corporate level, there are complex issues to be explored.

This module starts with an exploration of what effective communication is and what happens when communication goes wrong. It gives you the opportunity to look at both the underlying process – how communication works – and the individual skills that make it work.

Matching the message to the situation and making sure that the right means of communication is selected are some of the central steps in a range of topics. Planning communication is also seen as an important element and is explored.

### Objectives

At the end of this module you will be able to:

- describe the key characteristics, components and purposes of communication
- establish the aim, bias and climate for your communication
- identify a range of organisational communication systems from which to select appropriately
- prepare and deliver Team Briefing within your organisation
- differentiate the purposes and the contexts in which information and advice is provided
- structure information and advice to suit the audience, the situation and the purpose
- present information and advice in a format and in a medium appropriate to the situation.