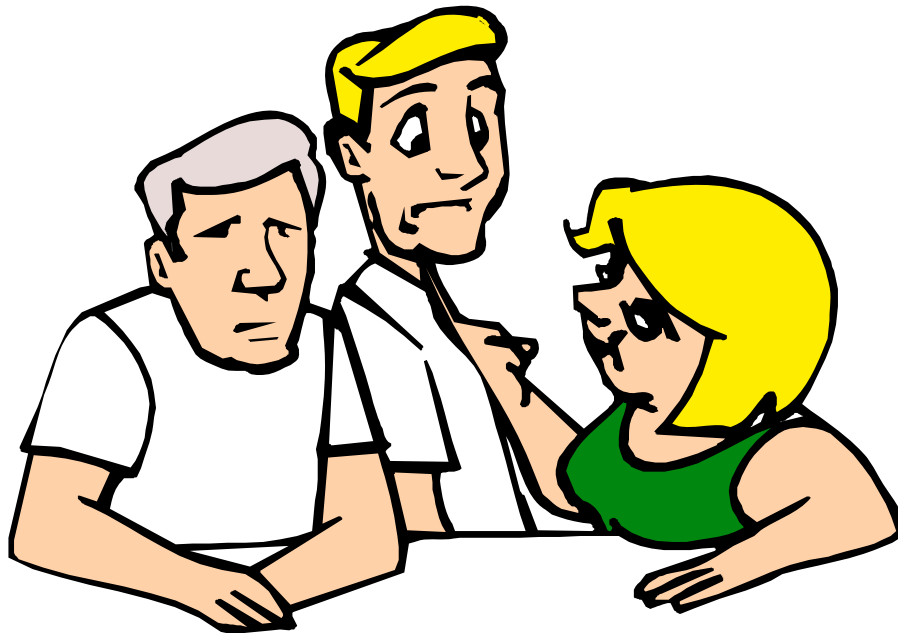




# Candidate Resource and Assessment

## BSBCMM101A

# Apply Basic Communication Skills



**Whether as an individual, or as part of a group, real progress depends on entering whole-heartedly into the process and being motivated to make you a more deeply satisfied human being.**

*Focusing on your training needs*



**PRECISION  
GROUP**

Precision Group (Australia) Pty Ltd  
9 Koppen Tce  
Mooroobool, QLD, 4870

Email – [info@precisiongroup.com.au](mailto:info@precisiongroup.com.au)  
Website – [www.precisiongroup.com.au](http://www.precisiongroup.com.au)

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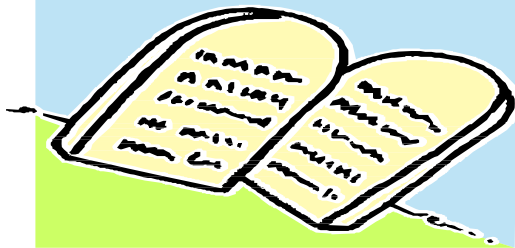
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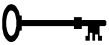
SAMPLE

## Focus on

# Your Area of Influence

Use considered risk taking in your 'grey' area

## And others will follow you!

<b>Legend</b>	This course is divided into several sections of learning. Each section begins with the title of the element of the unit being taught, a quotation and a graphic related to content across the top of the page.
	This symbol indicates the beginning of new content. The bold title matches the content of the competency and they will help you to find the section to reference for your assessment activities.
	<b>Activity:</b> Whenever you see this symbol, there is an activity to carry out which has been designed to help reinforce the learning about the topic and take some action.
	This symbol is used at the end of a section to indicate the summary key points of the previous section.

## Qualification Pathways



**A goal without a plan is just a wish.**

**Antoine de Saint-Exupery**

### Qualification Pathways

This unit of competency is provided to meet the requirements of BSB07 Business Services Training Package although can be used in a range of different qualifications. The BSB07 Business Services Training Package does not state how a qualification is to be achieved. Rather, Registered Training Organisations are required to use the qualification rules to ensure the needs of the learner and business customer are met. This is to be achieved through the development of effective learning programs delivered in an order which meets the stated needs of nominated candidates and business customers.

### Qualification Rules

Qualification requirements include core and elective units. The unit mix is determined by specific unit of competency requirements which are stated in the qualification description. Registered Training Organisations then work with learners and business customers to select elective units relevant to the work outcome, local industry requirements and the qualification level.

All vocational education qualifications must lead to a work outcome. BSB07 Business Services Training Package qualifications allows for Registered Training Organisations (RTOs) to vary programmes to meet:

- Specific needs of a business or group of businesses.
- Skill needs of a locality or a particular industry application of business skills.
- Maximum employability of a group of students or an individual.

When packaging a qualification elective units are to be selected from an equivalent level qualification unless otherwise stated.

## Introduction



"If learning comes through experience, it follows that the more one participates in guided experiences, the more one learns. Therefore venturing into uncharted waters - and experiencing the failures that may occur - is an important part of organisational learning."

Gould, DiBella, Nevis

### Introduction

This unit of competency is all about being able to communicate well in the workplace. It is for anyone who is working, or who wants to work in an office situation. It will help you with the skills you need to demonstrate competency for the unit *BSBCMM101A Apply basic communication skills*. This is one of the units that make up the Certificate I in Business.

This manual is broken up into three distinct sections. They are:

1. **Identify Workplace Communication Procedures:** We will examine communication theory, look at what communication is and the many factors that can affect it. We will also examine many of the skills required to be a good communicator, non-verbal communications, questioning and listening in detail.
2. **Communicate in the Workplace:** In this section we will examine many of the skills required to be a good communicator, non-verbal communications, questioning and listening in detail.
3. **Draft Written Information:** Then we will take the theoretical communication skills that we have developed and use them to write memos, reports, faxes, letters and emails.

At the conclusion of this training you will be asked to complete an assessment pack for this unit of competency. The information contained in this resource will assist you to complete this task.

On competent completion of the assessment you will have demonstrated your ability to use communication skills in the workplace.

SAMPLE

**BSBCMM101A/01**  
**Identify Workplace**  
**Communication Procedures**



**"We're all in this alone".**

**Lily Tomlin**



**Workplace communication requirements are identified with assistance from appropriate people**

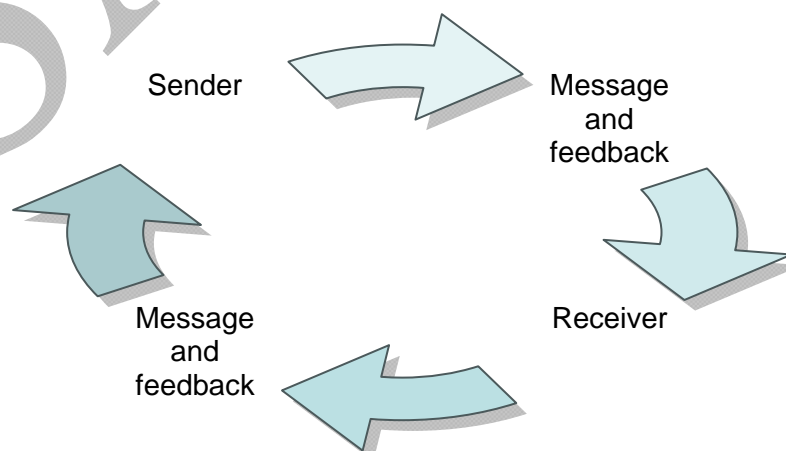
**Understanding**

Communication is the process of imparting information, facts, ideas, feelings and courses of action through messages. This may take the form of written words, spoken words or even gestures. Communication begins but it never ends. Each time a person communicates, another person responds with facts, feelings, ideas or attitudes. It is not sufficient to know what you want to say and to simply say it. Effective communication involves the other person in acquiring a full understanding of the issues.

In any communication transaction, whether it is oral, written or visual there must be:

- **A sender** – This is the person who initiates the message.
- **A message** – This is the information or idea that is to be conveyed.
- **A receiver** – This is the person who receives the message from the sender.

In the communication process the receiver does not necessarily receive the message which the sender intends to transmit. They interpret it, select what they want to take from it and then react to it. The reaction they make is called the communication *feedback*.



This feedback gives the sender an opportunity to find out whether their message has been received and interpreted correctly. In any communication process the sender needs to be aware of the fact that what they think the message is may not actually end up being the message that the receiver interprets. There are three major methods of communication – spoken, written and non-verbal.

<b>Spoken</b>	Person-to-person permits two way discussion, it is generally very rapid, and allows each party to receive immediate feedback. It allows a chance for questions to be asked immediately.
<b>Written</b>	Written communication is usually more appropriate where exactness is desired. Where a permanent record is required of the communication or where the recipient is at some distance geographically or organisationally from the sender.
<b>Non-verbal</b>	These are the implicit messages given through body language. We will examine non-verbal communication in detail in a later section.

So why would we communicate in an organisation? What circumstances are there for this two way communication? Your organisation may have set communication requirements and where possible you should use these. Think about what reports you have to provide, and tasks you have to complete. Your job description may help here. This document will list the types of task you must complete and these tasks will dictate the types of communication that you may make.

Let's look at verbal communication as an example. If you are a receptionist in an organisation you would use verbal communication in many instances – when you are talking face-to-face or on the telephone. Let's look at some examples:

- Greeting visitors.
- Passing on messages.
- Speaking to your manager.
- Talking on the telephone.
- Asking questions.

Your organisation may require that you communicate for a wide range of reasons and of course, they will also communicate to you. Think about the following:

- Quality and procedures manuals.
- Ethical standards.
- Safety and health policies and procedures.
- Legal guidelines.
- Business plans.
- Goals and objectives.





**Appropriate lines of communication with supervisors and colleagues are identified**

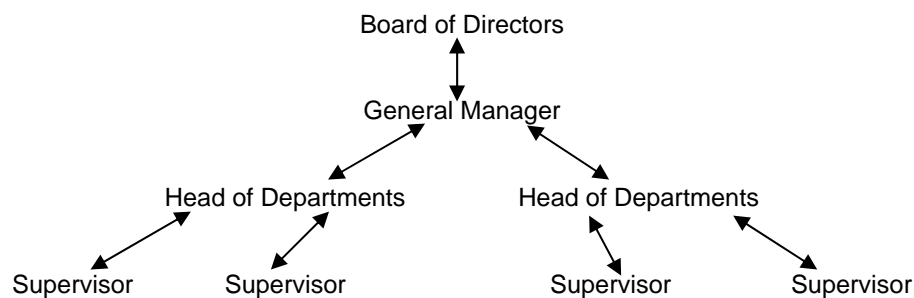
### Pathways of Communication

When considering communication systems, we must also look at established pathways of communication within a business or with others outside it, whatever means are used.

Then, we are in a better position to evaluate our different communication needs.

#### Vertical Communication

The diagram below shows the pathways of communication that can exist in an organisation. Formal vertical communication in an organisation can be either downward (from the top down) or upward (from the bottom up). Notice that in this case all communication flows from one level of employees up or down to the next.



#### Vertical Internal Communication in a Business

##### Downward Communication

The purpose of information flowing down from senior management in an organisation is usually to instruct or inform staff. It may either be verbal or written. It can cover issues such as:

- Information about the job to be undertaken.
- Performance appraisals.
- Corporate goals and objectives.
- Policies and guidelines.

## Upward Communication

The staff and employees of an organisation can communicate with management both formally and informally. This communication may be either verbal or written. The communication flows upward from employee to supervisors or managers and can take the form of:

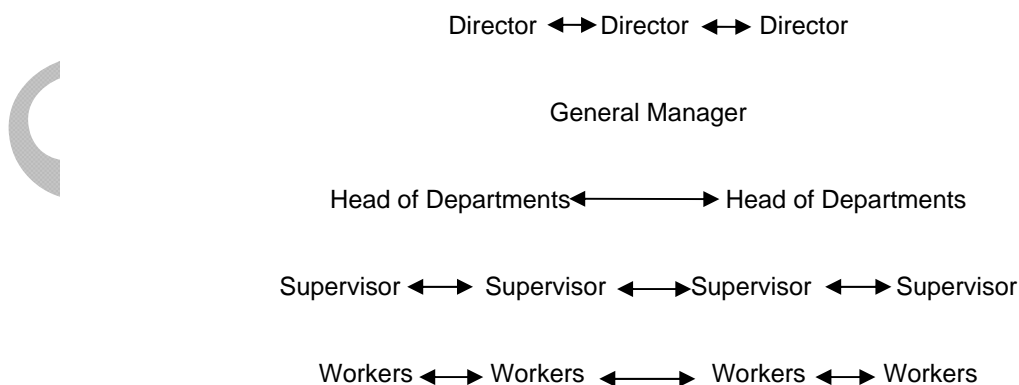
- Grievances.
- Updates.
- Problems.
- Feedback.
- Safety issues.
- Suggestions for improvement.

There are a number of problems that can exist with upward communication. These are:

- Staff may feel that they will be disadvantaged or punished for giving suggestions or improvements.
- Staff may feel that management is not approachable and does not care.
- Staff may be reluctant to openly discuss certain problems in case they cause further problems.

## Horizontal Communication

Horizontal communication takes place between employees at the same level of the hierarchy, for example between first line managers or from retail worker to retail worker. The diagram below shows the flow of information in a horizontal communication system.



## Horizontal Internal Communication

This type of communication pathway involves workplace coordination and cooperation in relation to such matters as planning, jobs, solving problems, discussing work issues and decision making. A meeting is one of the formal methods used to achieve horizontal communication.

It is important that all lines of communication work effectively and efficiently. However upward, downward and horizontal communication can be affected by competitiveness in relation to promotion and lack of responsiveness to management due to mistrust. Communication will become much easier and more effective within an organisation if roles are clearly defined, responsibilities are clearly delineated and communicated, and communication processes are in place to ensure the correct, timely transmission and receipt of relevant information.



**Activity Two**

**Describe the problems that exist in vertical communications. How do you believe these problems can be overcome?**

Handwritten text area with horizontal lines for writing. A large, diagonal watermark reading "SAMPLE" is overlaid across the entire page.



**Advice is sought on the communication method or equipment which is most appropriate for the task in hand.**

Communicating in an effective manner involves choosing the best method of communication for a given task. Earlier, we presented the following table, which outlines the essential characteristics of the three major forms of communications. Let's review them now.

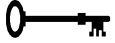
<b>Spoken</b>	Person-to-person permits two way discussion, it is generally very rapid, and allows each party to receive immediate feedback. It allows a chance for questions to be asked immediately.
<b>Written</b>	Written communication is usually more appropriate where exactness is desired. Where a permanent record is required of the communication or where the recipient is at some distance geographically or organisationally from the sender.
<b>Non-verbal</b>	These are the implicit messages given through body language. We will examine non-verbal communication in detail in a later section.

As you will notice, some forms of communication are better suited to some occasions than others. Generally your supervisor or manager will tell you which method to use – but on other occasions you will need to reach this conclusion independently. For example you may be tossing up between sending a memo or an email. Which is better in what circumstance?

There are three basic questions that you should ask yourself when attempting to determine the type of communication method you should adopt. These are:

- **Who am I communicating with and why?** This is an important question to ask yourself as it looks at the purpose of your communication. There are a number of reasons why you may be communicating with someone, and sorting out exactly why will help you determine the method that you should adopt. Communicating with friends, or those close to you will usually result in an informal method being adopted, however when communicating with your supervisor, manager or a customer you should think about using more formal methods.
- **Is a record of the communication required?** As you can imagine, all forms of written communication produce a record of the communication. This may be a filed hard copy or a computer file. The advantage of this is that it can be referred back to at a later date. Verbal communication methods on the other hand do not generally result in a record of the conversation or telephone call being made. This can mean for detailed communication something with a record may be preferred as you can refer back to recall details.
- **Do I need an immediate response?** Talking to someone face-to-face or over the telephone allows for an immediate answer or response to be given – because you are both communicating at the same time. Communicating verbally also requires less time and planning to be effective. Written communication on the other hand takes time to write as well as time to receive an answer back.





### Key Points Section 1

- Communication is the process of imparting information, facts, ideas, feelings and courses of action through messages. This may take the form of written words, spoken words or even gestures.
- Communication involves a sender sending a message to a receiver. The receiver may then provide feedback on this message.
- Lines of communication within an organisation may be vertical (upwards or downwards) or horizontal (side-to-side on the same level).
- When deciding what method of communication to use you should think about who you're communicating with, why you are communicating, if a record is required and how quickly a response is needed.

SAMPLE



**Section 1 - 'True' or 'False' Quiz**



<b>T</b>	<b>F</b>	Communication involves only a sender, receiver, message and feedback.
----------	----------	---



<b>T</b>	<b>F</b>	Communication can occur between any two people, even if they do not speak the same language.
----------	----------	--



<b>T</b>	<b>F</b>	Spoken communication is usually preferred when exactness is required.
----------	----------	---



<b>T</b>	<b>F</b>	Verbal communication allows for an immediate reply.
----------	----------	---



<b>T</b>	<b>F</b>	Vertical communication can be between two managers.
----------	----------	---



<b>T</b>	<b>F</b>	Horizontal communication takes place between employees at the same level of the hierarchy.
----------	----------	--



<b>T</b>	<b>F</b>	Noise is when communication gets interrupted.
----------	----------	---



<b>T</b>	<b>F</b>	Communication in a quiet office is not affected by noise.
----------	----------	---



<b>T</b>	<b>F</b>	Corporate goals may be expressed through upward communication.
----------	----------	--



<b>T</b>	<b>F</b>	Feedback may be upward communication.
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