

**SKILLS FRAMEWORK FOR RETAIL
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Communication					
TSC	Workplace Communications					
TSC Description	Communicate with employees to cascade information across the organisation					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	RET-COM-1002-1.1	RET-COM-2002-1.1	RET-COM-3002-1.1	RET-COM-4002-1.1	RET-COM-5002-1.1	RET-COM-6002-1.1
	Communicate in a way that responds to individual differences within the workplace positively	Use knowledge of basic communication skills to develop and maintain positive relationships and mutual trust within the workplace	Use methods and equipment to communicate appropriate ideas and information to the target audience and perform effective listening and speaking skills in verbal communications	Implement and develop communications plans that are in align to communications strategies	Implement communication strategies to influence organisational culture, and develop communications platforms and channels to achieve communications objectives	Endorse employee engagement strategies and policies aligned to changing business landscapes and organisation's objectives and employees' acceptance
Knowledge	<ul style="list-style-type: none"> Sources of information within and outside the organisation Types of information to be received, clarified and responded to and their features Modes of communications and communication tools and their characteristics Principles of effective communications and interpersonal techniques Internal and external barriers to effective communications Social and cultural differences that impact communications 	<ul style="list-style-type: none"> Organisational and professional standards relating to communications Sources of information within and outside the organisation Principles of effective communications and interpersonal techniques Modes of communication and communication tools and their characteristics Barriers to effective communications Appropriate communication styles and approaches Social and cultural differences that impact communications 	<ul style="list-style-type: none"> Aspects to consider when maintaining channels of communication at the workplace Parties with whom to establish and maintain work-related network and relationships Organisational and professional standards relating to communications Appropriate communication techniques Techniques for promoting effective communications amongst staff 	<ul style="list-style-type: none"> Examples of best practices in workplace communications Communication tools and methods associated with the various communication mechanisms Types and dimensions of organisational culture and their characteristics Criteria to evaluate effectiveness of employee engagement and communication strategies Methods to coach staff in using effective communication techniques 	<ul style="list-style-type: none"> Communications objectives Organisational structure to identify approaches to disseminate information Communication strategies to meet organisational goals and objectives and their features Criteria to evaluate effectiveness of employee engagement and communication strategies Methods to evaluate effectiveness of employee engagement strategies 	<ul style="list-style-type: none"> Communications objectives Organisational structure to identify approaches to disseminate information Communication strategies to meet organisational goals and objectives and their features Critical success factors of communications platforms and channels Impact of employee engagement on business outcomes Drivers of employee engagement
Abilities	<ul style="list-style-type: none"> Perform tasks related to interpreting and analysing information received Respond to information received taking into account the social and cultural backgrounds of recipients of information Perform activities using appropriate communications techniques to clarify and respond to information 	<ul style="list-style-type: none"> Use appropriate communication techniques and tools to suit different communication styles within formal and informal settings Apply a range of communication styles and approaches when engaging with different audiences Apply effective 	<ul style="list-style-type: none"> Communicate organisational communication policies and procedures to staff and monitor their compliance Maintain channels of communication to update staff on latest and relevant work-related information according to organisational communication policies 	<ul style="list-style-type: none"> Conduct research on best practices in workplace communications, evaluate their suitability for adoption and establish benchmarks for the organisation Evaluate internal and external trends and human capital statistics that may have an impact on employee engagement 	<ul style="list-style-type: none"> Lead studies on employee engagement to identify how the organisation is perceived by employees Use communication strategies to influence organisational culture Select appropriate communications platforms and channels in consultation with relevant stakeholders to execute 	<ul style="list-style-type: none"> Utilise internal and external trends analysis and human capital statistics that may have an impact on employee engagement Develop employee engagement strategies and policies aligned to changing business landscapes and organisation's objectives in consultation with key

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	received	<p>communication techniques when interacting at the workplace</p> <ul style="list-style-type: none"> • Use effective communication techniques to create clear lines of communication within the workplace • Interpret and respond to information received 	<p>and procedures</p> <ul style="list-style-type: none"> • Promote effective communications among employees • Evaluate gaps and barriers in workplace communications based on determined benchmarks • Evaluate the effectiveness of channel communications 	<ul style="list-style-type: none"> • Develop communications plan to implement communication strategies and mechanisms 	<p>communication strategies</p> <ul style="list-style-type: none"> • Develop communications platforms and channels to disseminate internal messages effectively to achieve communications objectives • Evaluate effectiveness of communication strategies, mechanisms and implementation plans according to criteria set 	<p>stakeholders</p> <ul style="list-style-type: none"> • Evaluate employees' level of acceptance of organisation's vision, mission and core values and take corrective actions where needed
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