

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

TSC Category	People and Relationship Management					
TSC	Organisation Representative					
TSC Description	Represent the organisation positively, communicate key messages in various forums and events and adapt communication styles to suit audience expectations					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6 RET-PRM-6004-1.1
						Drive the identification key messages for communication, appropriate communication channels and delivery of communications to the intended audience to achieve desired outcomes
Knowledge						<ul style="list-style-type: none"> • Legal and ethical considerations relating to continuous improvement systems and processes • Organisational policies and procedures • Processes involved in continuous improvement systems • Relationship between high-level strategies and continuous improvement systems and processes • Communication and facilitation methods for working with team members to implement continuous improvement systems and processes • Common barriers to change at the organisation, group and individual level • Theories and principles of change management • Methods for identifying and contributing to the development of opportunities for change and innovation • Implication of continuous improvement systems and processes on

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						<p>employees and the organisation</p> <ul style="list-style-type: none"> • Individual roles and accountabilities for continuous improvement systems and processes
Abilities						<ul style="list-style-type: none"> • Identify organisational issues or key messages for communication • Select target groups and research their expectations • Determine the most appropriate communication channels for the messages and intended audience • Develop networks and contacts to assist with communication • Prepare materials to support communication • Practice delivery of communication materials • Deliver information to communicate messages • Adapt communication styles to suit audience expectations • Maintain integrity of self and organisation throughout communication and promotional activities