

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 11. Other Generic Competencies
(Key Function – 11.6 Personal Effectiveness)

Title	Demonstrate professional communication and interpersonal skills to effectively manage stakeholders across regions and functions
Code	109612L4
Range	The ability to interact with people across functions and geographic regions, to convey facts, arguments, ideas and instructions in a clear, concise and systematic approach. This applies to all levels of banking practitioners working in different functions.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge in communication by applying it to establish rapport with others and is sensitive to their needs and cultural differences; • Possess and use communication skills effectively by clearly, completely, accurately and effectively conveying information to peers, subordinates, superiors and external parties through verbal conversation and formal and informal documents; • Understand the key elements of communication and apply them to initiate dialogue and exchanges views on work related issues; • Comprehend the concepts and theories of communication and apply them to listen thoughtfully to others' concerns and express compassion for their issue. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Interpret issues precisely and concisely; provide clear explanation in stakeholders' preferred language, communication styles or channels; • Employ questioning, probing, answering, checking understanding and summarizing skills to ensure effective two-way communication; • Listen and understand the ideas and views of others including clients, co-workers and business partners in a receptive and positive manner, both verbally and in writing with consideration of culture differences; • Provide positive and constructive input to complex situations and meetings across regions and functions; • Articulate or cascade the key messages to related parties in response to their needs. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Project a sincere and genuine image, advise and provide support to others when it is needed; • Be receptive to feedback from co-workers, business partners and customers and reflect opinions to top management effectively; • Understand others' request, manage priorities from stakeholders and make effort to ensure their satisfaction decisively.
Assessment Criteria	The integral outcome requirements of this UoC are:

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	<ul style="list-style-type: none">• Establishing rapport and communicating effectively with different stakeholders with consideration of their communication styles or cultural differences for achieving mutual agreements or common goals;• Achieving business results by reaching mutual understanding and obtaining customers and stakeholders' satisfaction.
Remark	