

Specification of Competency Standards
for the Elderly Care Service Industry
Unit of Competency

Functional Area - Management

Title	Master External Communication Skills
Code	106195L5
Range	This unit of competency is applicable to employees in the elderly care service industry in charge of management tasks. This competency involves creativity and the ability to make judgment. Employees are required to acquire external communication skills to represent the institution; maintain effective and close communications with external parties, in order to build good relationships conducive to the service development of the institution .
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Relevant knowledge on acquiring external communication skills</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • Understand the importance of external communication to building relationships • Understand the strategies of external communication • Understand various communication media, including <ul style="list-style-type: none"> ○ Verbal communications, for example, interviews, meetings, telephone conversations. ○ Non-verbal communications, for example, body movements, facial expressions, eye contact ○ Written communications, for example, letters and documents, reports • Understand the skills of good communications, for example, <ul style="list-style-type: none"> ○ Listen with patience ○ Empathy ○ Volume and tone ○ Manner ○ Words with positive connotations ○ Show sincerity ○ Respect others • Understand the means of external communication, for example, <ul style="list-style-type: none"> ○ Official occasions, for example, meetings, seminars, invitation letters, academic exchanges, interviews with media ○ Unofficial channels, for example, tea gatherings, meal gatherings, causal chit-chat <p>2. Acquire external communication skills</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • Maintain day-to-day contact with external parties with good communication skills on behalf of the institution • Use appropriate formats and wordings to write external letters for the institution • Use effective and appropriate language and wordings when speaking in public or when interviewed by media • Select the appropriate external communication tactics, according to the background of the external institutions and the reasons for cooperation / communication, for example, <ul style="list-style-type: none"> ○ Hold regular meetings with external institutions ○ Arrange tea gatherings and luncheons for preliminary understanding and discussions ○ Send out invitation letters

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	<ul style="list-style-type: none"> • Select the appropriate staff to be responsible and to take care of external communications on behalf of the institution, for example, <ul style="list-style-type: none"> ○ Appoint a staff member as the main contact person ○ Organize working teams to facilitate interactions • Keep in touch with other parties, and follow up with relevant discussions regarding cooperation issues <p>3. Exhibit professionalism</p> <p>Be able to</p> <ul style="list-style-type: none"> • Maintain effective and close communications with external parties on behalf of the institution, in order to establish mutual trust and win-win relationships • Capture the message to be conveyed concisely, express clearly • Be sensitive towards the word choices, tone and manner when conducting communication, so as to avoid unnecessary misunderstanding and criticisms from external parties
Assessment Criteria	<p>The integrated outcome requirements of this Unit of Competency are:</p> <ul style="list-style-type: none"> • Ability to maintain day-to-day contact with external parties on behalf of the institution using good communication skills; and • Ability to adopt an appropriate external communication strategy according to the background of each individual external institution and the reasons for cooperation / communication.
Remark	