

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

Unit of Competency is applicable across different functional areas

Title	Master Communication Skills with the Families of the Elderlies
Code	106215L2
Range	This Unit of Competency is applicable to employees in the elderly service care industry. This Competency is applied to a familiar, day-to-day working environment. Employees are required to apply skills to communicate with elderlies' families, display a good attitude, ensure effective communication, and respond to the needs of their families, so as to establish a trustful relationship.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Communication skills with elderlies' families and relevant knowledge</p> <p>Be able to</p> <ul style="list-style-type: none"> • Understand the communication process and different channels of communication • Understand the objective and subjective factors affecting communication, such as: <ul style="list-style-type: none"> ○ Noisy environment ○ Distracting environment that makes it difficult for the audience to concentrate ○ Personal bias ○ Poor timing ○ Attitudes of both parties etc. • Understand the proper methods and attitudes when communicating with elderlies' families • Understand the skills to handle complaints <p>2. Understand the skills to communicate with elderlies' families</p> <p>Be able to</p> <ul style="list-style-type: none"> • Use appropriate communication skills and display a pleasant attitude towards elderlies' families such as: <ul style="list-style-type: none"> ○ Listen patiently to families' needs and demands ○ Bear in mind that employees are here to provide services ○ Show empathy ○ Understand that families' intense emotion stems from their care for the elderlies ○ Use appropriate wordings and language • Choose an appropriate time and environment to communicate with the elderlies' families so that they are more likely to listen patiently. Allow adequate time for them to express their needs. Make sure messages are delivered effectively • Display proper attitude when elderlies' families express any discontent. Handle their emotions first and report to supervisors if necessary <p>3. Exhibit professionalism</p> <p>Be able to</p> <ul style="list-style-type: none"> • Avoid bias against the elderlies' families during communication • Show care for the concerns expressed by elderlies' families. Build a trustful relationship and show respect.
Assessment Criteria	<p>The integrated outcome requirements of this Unit of Competency are:</p> <ul style="list-style-type: none"> • Ability to use appropriate skills for effective communication with elderlies' families; and

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	<ul style="list-style-type: none">• Ability to display good attitude when communicating with elderlies' families; to establish a trustful relationship together.
Remark	