

Specification of Competency Standards for Human Resource Management

Unit of Competency

Title	Promote an effective and open communication culture
Code	107088L5
Range	Promoting a culture to develop a productive and collaborative workplace. This applies to the development of employee communication strategy along with a variety of communication channels to maintain smooth information flow among employees, with the support from senior management.
Level	5
Credit	5
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <ul style="list-style-type: none"> • Understand the strengths and weaknesses of different communication means and channels in order to promote an effective and open communication culture • Understand the importance and key components of an effective and open communication culture <p>2. Applications and Processes</p> <ul style="list-style-type: none"> • Develop employee communication strategy which is in line with the organisation's culture, business objectives, vision, mission, values, strategy and people philosophy • Present employee communication strategy to senior management to solicit their support for building an open and transparent culture in the organisation • Select a variety of communication means and channels to disseminate information and collect feedback from employees or staff bodies • Identify roles and responsibilities of major stakeholders (e.g. line managers, HRM director) in the communication process • Develop execution plan with details (e.g. budget, on-site support) by involving internal and external resources for communication activities • Anticipate questions where relevant and manage responses effectively when communicating sensitive information • Provide training and coaching to managers to promote an effective and open communication culture in the organisation • Facilitate dialogues and interactions between management and employees when necessary to achieve effective communication <p>3. Professional Behaviour and Attitude</p> <ul style="list-style-type: none"> • Benchmark other organisations' good practices of effective employee communication • Practise the adopted communication mechanism and channels as a role model to promote an effective and open communication culture
Assessment Criteria	<p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Establishment of employee communication strategy and execution plan to involve employees in deliberating the organisation's people philosophy and business objectives. • Establishment of a variety of communication means and channels for two-way communication (e.g. social media, blog, chat room, forum). • Provision of training and coaching to managers to promote an effective and open communication culture in the organisation.
Remark	