

Specification of Competency Standards for Human Resource Management

Unit of Competency

Title	Evaluate effectiveness of employee communication strategy and communication tools
Code	107092L6
Range	Evaluating the effectiveness, demonstrating the value and recommending improvement areas of employee communication strategy and communication tools (e.g. phone system, file sharing system, discussion forum). This applies to the periodic review and alignment of employee communication strategy and communication tools with the organisation's culture and core values, with the involvement of major stakeholders.
Level	6
Credit	5
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge in the Subject Area <ul style="list-style-type: none"> • Understand the key components of mechanism for evaluating effectiveness of employee communication strategy adopted by the organisation • Understand different metrics in measuring effectiveness of employee communication strategy in the market 2. Applications and Processes <ul style="list-style-type: none"> • Determine key success factors of employee communication strategy and communication tools with major stakeholders • Design appropriate means or activities (e.g. focus group, interview, chat room) to solicit employees' views and evaluate the effectiveness of the employee communication strategy and communication tools • Consolidate and analyse available data (e.g. employee satisfaction index) to determine the impact of employee communication strategy and communication tools • Make recommendations to enhance the employee communication strategy and redesign of the communication tools 3. Professional Behaviour and Attitude <ul style="list-style-type: none"> • Present to senior management the results of evaluation and recommendations to enhance employee communication strategy • Define the scope of evaluation to cover multiple factors or levels (e.g. from employee reaction to business impact)
Assessment Criteria	<p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Execution of evaluation of employee communication strategy and communication tools in accordance with the predefined criteria and mechanisms. • Provision of recommendations to enhance the employee communication strategy and refine the design and applications of communication tools based on evaluation results. • Engagement of major stakeholders in the evaluation of employee communication strategy and communication tools.
Remark	