

**Information and Communications Technology Industry Training Advisory Committee
Software Products and Software Services (SW) branch
Unit of Competencies**

1. Title	Listen to all stakeholders effectively	
2. Code	ITSWG513A	
3. Range	Listen to all stakeholders effectively in the context of business communication as the receiving party in a communication process during team works [Generic Skills – Communications Skills]	
4. Level	5	
5. Credit	1	
6. Competency	<p>6.1 Know the behaviour in listening</p> <p>6.2 Develop listening skills</p>	<p><u>Performance Requirement</u></p> <p>Be able to</p> <ul style="list-style-type: none"> ▪ understand the role of listening in two-way communication process as 'other-centred' approach during interaction ▪ recognise the potential benefits of genuine listening such as <ul style="list-style-type: none"> ➢ obtaining respect, rapport and trust ➢ creating better self-image ➢ observing and learning something we may not have known ▪ understand that listening involves hearing, understanding and evaluation of received message with response to the given information without prejudice ▪ recognise that listening could be in passive, selective or active mode and that active listening is the preferred mode ▪ appreciate that active listening demands focus and concentration; and that listening skills take time and practice to learn <p>Be able to</p> <ul style="list-style-type: none"> ▪ assess personal listening behaviour ▪ identify and remove barriers to effective listening such as multi-tasking or inability to put one's own emotions on hold while listening ▪ develop rich vocabulary capacity to assimilate complexity of thoughts ▪ focus on messages from the speaker ▪ listen correctly, carefully, adequately, intelligently, unassumingly, quietly for the content and intent of the message ▪ develop strategy for using listening time effectively such as recap of key points after a brief pause

	6.3 Demonstrate proficiency in listening	Be able to <ul style="list-style-type: none"> ▪ identify stakeholders in communication process ▪ apply and practice active listening skills together with other techniques such as paraphrasing, perception checking, questioning, clarifying, summarizing, and empathizing ▪ capture hidden words from customers, senior management and other staff ▪ reach a shared understanding and acceptance with others about common goals and priorities
7. Assessment Criteria	The integrated outcome requirements of this UoCs is the ability to: <ol style="list-style-type: none"> (i) demonstrate active listening skills; and (ii) understand the speakers effectively. 	
Remark		