

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Apply communication skills for internal communication
Code	LOCUSM204B
Range	This unit of competency is applicable to all kinds of sea freight, air freight and express companies. Practitioners should be capable to use effective communication skills to make internal discussions and make appropriate responses.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess basic communication skills</p> <ul style="list-style-type: none"> • Know about effective communication skills on speaking, listening, giving response and making summaries, as well as interpersonal skills, etc. • Understand different communication media/tools, their functions, characteristics and limitations <ul style="list-style-type: none"> ○ Use of fax ○ Use of email ○ Use of telephone as a means of communication ○ conduct meeting ○ Conduct video-conference • Understand common terminology used in the logistics industry, their abbreviations and other technical terms • Understand the work scope of the logistics industry, the work flow and functions of each department and associated companies • Capable to understand meeting procedures, process and techniques involved, and also the objectives and functions of meetings • Understand the corporate culture, relationship among departments, modes of communication and interpersonal relationship <p>2. Application of communication skills internally</p> <ul style="list-style-type: none"> • Capable to effectively compile information for communication together with related documents including texts, data and images, before communication is done • Take into consideration the situation, the discussion topics and background of the attendees and select the most appropriate media and language tools as the means for communication, and be capable to apply effective communication skills to exchange ideas and foster discussion so as to achieve the purpose of idea exchange and information delivery • Capable to make flexible use of writing techniques via memo, email and report to communicate with staff from different departments of the company • Capable to make flexible use of meeting management techniques to participate in or conduct internal meetings, and communicate with staff from different departments of the company • Respond appropriately and make changes accordingly when it is found that the message for communication fail to be conveyed effectively
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to apply effective communication skills to make internal communication so as to convey messages clearly and effectively
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