

Assessment

**Task 1**

**Communicate with influence**

**BSBCMM511**



**Student Declaration**

To be filled out and submitted with assessment responses

◻ I declare that this task and any attached document related to the task is all my work and I have not cheated or plagiarised the work or colluded with any other student(s)

◻ I understand that if I am found to have plagiarized, cheated or colluded, action will be taken against me according to the process explained to me

◻ I have correctly referenced all resources and reference texts throughout these assessment tasks.

◻ I have read and understood the assessment requirements for this unit

◻ I understand the right to re-assessment

◻ I understand the right to appeal the decisions made in the assessment

|  |  |  |
| --- | --- | --- |
| **Unit Title**  **Unit Code** | | |
| **Student name** |  | |
| **Student ID number** |  | |
| **Student signature** |  | **Date** |
| **Task Number** |  |  |

|  |
| --- |
| **------OFFICE USE ONLY-----**  For Trainer and Assessor to complete:  ◻ Student requested reasonable adjustment for the assessment |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Question** | **Marking Sheet - Assessor to complete.**  **Did the student satisfactorily address each question as instructed:** | | | |
| **Completed satisfactorily** | | | |
| **S** | **NYS** | **DNS** | **Comments** |
| **Question 1** |  |  |  |  |
| **Question 2** |  |  |  |  |
| **Question 3** |  |  |  |  |
| **Question 4** |  |  |  |  |
| **Question 5** |  |  |  |  |
| **Question 6** |  |  |  |  |
| **Task Outcome: Satisfactory  Not Yet Satisfactory** | | | | |
| **Student Name:** | | | | |
| **Assessor Name**:  **Assessor Signature:**  **Date:** | | | | |

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# **Task 1 – Knowledge Questionnaire**

| **Task summary and instructions** | |
| --- | --- |
| **What is this assessment task about?** | This assessment is a written questionnaire with a mix of objective and subjective questions.  The questionnaire is designed to meet the knowledge required to meet the unit requirements safely and effectively.  The questions focus on the knowledge evidence required for this unit of competency:   * industry, media and government organisations, events and communication channels that are relevant to the organisation * cross-cultural communication * techniques for negotiation, mediation, conflict resolution and incident de-escalation * structured and inclusive meeting procedures * organisational policies and procedures relevant to: * presenting and negotiating * leading and participating in meetings * making presentations * communication tone, structure, style and impact on others * relevant organisational policies and procedures on confidentiality of information.   Your assessor will be looking for demonstrated evidence of your ability to answer the questions satisfactorily, follow instructions, conduct online research and review real or simulated business documentation as instructed. |
| **What do I need to do to complete this task satisfactorily?** | * submit your answers to the questions within the set timeframe, * answer all questions as instructed, * answer all questions using your own words and reference any sources appropriately, * all questions must be answered satisfactorily.   It is advisable to:   * review the questions carefully, * answer the questions using online research and the learning material provided for the unit and by reviewing real or simulated relevant business documentation (such as policies and procedures), * further research the topics addressed in each question. |
| **Specifications** | **You must submit to GOALS the**   * assessment cover sheet, * answers to all questions, * references. |
| **Resources and equipment** | * computer with Internet access, * access to Microsoft Office suites or similar software, * learning material. |
| **Re-submission opportunities** | You will be provided feedback on your performance by the Assessor. The feedback will indicate if you have satisfactorily addressed the requirements of each part of this task. If any parts of the task are not satisfactorily completed, the assessor will explain why, and provide you with written feedback along with guidance on what you must undertake to demonstrate satisfactory performance. Re-assessment attempt(s) will be arranged at a later time and date. You have the right to appeal the outcome of assessment decisions if you feel that you have been dealt with unfairly or have other appropriate grounds for an appeal. You are encouraged to consult with the assessor before attempting this task if you do not understand any part of this task or if you have any learning issues or needs that may hinder you when attempting any part of the task. |

**Answer all the questions below:**

## **Question 1**

**Consider the following three organisations:**

* **OzHarvest** [**https://www.ozharvest.org/**](https://www.ozharvest.org/)
* **Marriot Hotels** [**https://www.marriott.com.au/default.mi**](https://www.marriott.com.au/default.mi)
* **ANZ Bank** [**https://www.anz.com.au/**](https://www.anz.com.au/)

**For each organisation, identify the industry in which they operate, the media and government organisations they may liaise with, and events and communication channels they may use to promote their business.**

| **Organisation** | **Industry** | **Media and government**  **(3 in total/organisation)** | **Events and communication channels**  **(3 in total/organisation)** |
| --- | --- | --- | --- |
| **OzHarvest** | Food and beverage | 1. Lendlease  2. South Australia  3. Food and agriculture journal | 1. Website  2. social media  3. Direct or verbal communication. |
| **Marriot Hotels** | Hospitality industry | 1. Maryland government  2. The capital  3. The Avenue news | 1. Website  2. social media  3. Direct or verbal communication. |
| **ANZ Bank** | Banking sector | 1. New Zealand government.  2. Otago Daily Times  3. The Gisborne Herald | 1. Website  2. social media  3. Direct or verbal communication. |

## **Question 2**

**Address the following questions about cross-cultural communication:**

| **Question** | **Answer** |
| --- | --- |
| What is cross-cultural communication? | Cross-cultural communication is a method that peoples use to find the similarity and dissimilarities in other people to work together and engage in a particular task. |
| List two (2) principles of cross-cultural communication. | 1. Always use the common language while communicating like English.  2. Avoid using jargon words. |
| Why is cross-cultural communication important?  (30-50 words) | It is very important because in a diverse workplace employees use this language to communicate with each other and also for working together in the same department (Kurtz, et al., 2017). |
| List three (3) barriers to cross-cultural communication. | 1. Language barrier  2. Body language  3. Prejudice |

## **Question 3**

**Address the following questions:**

| **Question** | **Answer** | |
| --- | --- | --- |
| Define negotiation.  (30-50 words) | Negotiation is the type of method which use by the parties to resolve their conflict or give acceptance on common decisions. | |
| Define mediation.  (30-50 words) | Mediation is the type of process that parties use to meet with the common person to ask for the best alternative to resolve the disputes. | |
| Why is conflict resolution important in the workplace?  (30-50 words) | Conflict resolution is very important for every organisation because conflict resolution techniques resolve the disputes of the team member that arises when they work together due to misunderstanding. | |
| Why is it important to de-escalate incidents in the workplace?  (30-50 words) | De-escalation is the best training practice that use in the workplace to provide information to the employee-related on conflict management techniques that they use to reason; the disputes that arise in the workplace. | |
| Research, select and briefly outline four (4) techniques for negotiation, mediation, conflict resolution and incident de-escalation. | Technique | Outline (20-40 words/technique) |
| **Avoid being provoked into an emotional response** | Always stay on the decision because the negotiator provoked the person to change their decision. |
| Bring parties back into the present moment | Provide the best to both parties to resolve their disputes or conflict (Kurtz, et al., 2017). |
| Involve the parties in communicating together | Provide free space for parties to communicate together and find the best solution to stop the disputes. |
| Avoid overeating | Always handle the situation calmly without overreacting. |

## **Question 4**

**Address the following questions:**

| **Question** | **Answer** | |
| --- | --- | --- |
| What is an inclusive meeting? | In this type of meeting, the meeting host gives chance to all the stakeholders to share their views on the particular agenda. | |
| What is a structured meeting? | In this meeting, the manager invites some particular stakeholders to decide on a particular topic. | |
| Select and outline three (3) structured and briefly inclusive meeting procedures you could use when managing meetings. | Procedure | Outline (30-50 words/procedure) |
| Invite all the stakeholders | The manager sends an invitation to all the team members of the business to make decisions together. |
| Listen to all the stakeholders | The manager must give chance to every stakeholder to share their views and opinion. |
| Give time to the stakeholder for discussion | The manager must give time to all the stakeholders for discussion to make the best decision. |

## **Question 5**

**Review the policies and procedures folder provided.**

**Review the following policies and procedures:**

1. **Meeting procedures**
2. **Communication policy**
3. **Information management policy**
4. **Marketing policy**

**Briefly outline the structure and content of each of the policies and procedures, and explain how they may relate to one or more of the following:**

* **Presenting and negotiating**
* **Leading and participating in a meeting**
* **Making a presentation**
* **Confidentiality of information**

| **Policies and procedures** | **Outline (40-80 words/policy and procedures)** |
| --- | --- |
| Meeting procedures | The meeting host must send the invitation to all the stakeholders 5 days before the meeting and also send the meeting agenda. In this way, participants prepare themselves for the meeting. |
| Communication policy | Managers must encourage the stakeholder to use effective communication methods while communicating with each other in the meeting to make the best decisions (Dyer Jr, et al., 2013). |
| Information management policy | In the meeting, the employee must record all the information of the stakeholder in the meeting notes to choose the best decision. |
| Marketing policy | It is the policy that managers use to collect information from the customer or people regarding their expectations related to business. |

## **Question 6**

**Explain how the communication tone, structure and style may impact others. Provide an example of each.**

| **Question** | **Answer** | |
| --- | --- | --- |
| Explain how the communication tone, structure and style may impact others.  (40-80 words) | Best communication, tone and style encourage the other person to active listening and to pay attention in the meeting (Dyer Jr, et al., 2013). | |
| Examples | Communication… | Effective communication |
| Tone | Positive tone |
| Structure | Give a proper response on the topic. |
| Style | Assertive |

## **References**

|  |
| --- |
| **Please include your references below:**  *(Please refer to this* [*referencing guide*](https://drive.google.com/file/d/10wgzUYd0am5IKqWOBdTw6DScjh19FfSm/view?usp=sharing) *if needed or speak to your trainer for any specific referencing requirements for this assessment)*  Dyer Jr, W. G., Dyer, J. H., & Dyer, W. G. (2013). *Team building: Proven strategies for improving team performance*. John Wiley & Sons.  Kurtz, S., Silverman, J., Draper, J., van Dalen, J., & Platt, F. W. (2017). *Teaching and learning communication skills in medicine*. CRC press. |