



BSBXCM401

Apply communication strategies in the workplace

Assessment 2 of 2

Project

Assessor Guide



Assessment Instructions

Task overview

This assessment task is divided into three (3) parts. These include:

- Part A: Prepare for and draft communication
- Part B: Address feedback and resolve issues
- Part C: Report on outcome of the communication

Read each question carefully before typing your response in the space provided.

Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Instructions

Read the following case study and complete the following eight (8) tasks. Additional information is added to the case study as you work through the activities.

Assessor instructions: Students will address the elements outlined in the tasks below. If all tasks are completed satisfactorily, it will address the unit's performance and foundation skill requirements.

Sample answers and guidelines are provided against each of the tasks below.

Part A: Prepare for and draft communication

Case Study

You have recently been appointed as the new Centre Manager for the Sydney Centre of Bounce Fitness (taking over from Jacinta Scotts), a dynamic fitness corporation centred on providing premier personal training services in Cairns, Brisbane, Sydney and Melbourne.

As Centre Manager, you are required to coordinate all communication in your Bounce Fitness Centre. With the flu season approaching Laura Irish (General Manager Human Resources) has asked you to ensure that everyone is aware of current Hand Hygiene Standards at your centre as they relate to general hygiene. She has asked that you to do this by circulating the new Hand Hygiene Standards – policy and procedure document.

As the Centre Manager, you are responsible for coordinating the communication for your staff, however Martin Saunders (Assistant Manager) is responsible for distributing communication and implementing policies and procedures directly to all centre staff.

You will need to refer to the following Bounce Fitness documents to complete this request:

- Digital communication policies and procedures
- Style guide
- Hand hygiene standards - policy and procedures*
- Structure chart (Head Office and Sydney Centre)

* Head Office Human Resources have a *Hand Hygiene Standards – Policy and Procedures* document, however they have not provided this to you yet.

1. Complete the following communication planning table for the communication task requested by Laura. The aim is to ensure the staff at your centre are aware of the new hand hygiene standards.

(Word count approximately 10-50 words per section.)

Assessor instructions: Students must answer each of the communication components captured in the table below.

Student's answers must align to the key points included in the sample below.

Planning for communication		
1. Identify the communication activity to be conducted.	Remind staff of Hand Hygiene Standards, circulating the new policy and procedure.	
2. Identify what information/ documentation you will require.	The Hand hygiene standards – policy and procedures document.	
	Name/ Title	Centre Manager - Student

3. Refer to the company structure chart and identify the different stakeholders/ roles in this communication process. Identify and define at least two (2) roles. Include your own role as one of them.	Define role	Collect information, identify message and circulate in line with audience and brief.
	Name/ Title	General Manager Human Resources - Laura Irish
	Define role	<ul style="list-style-type: none"> Confirm the message Provide a copy of the policy/procedure document. Alternate role may include: Assistant Manager - Martin Saunders Distribute message/ implement with staff/Fitness Instructors
4. Identify the audience.	Students just need to say Fitness instructors, but alternatives may include: <ul style="list-style-type: none"> Bounce Fitness Sydney Centre staff Martin Saunders, Suzanne Rose, Warwick Murphy, Andrew Tomlins, Joanna King and Lucy Jeffery. 	
5. Select the method of communication that best suits this message and audience. Outline why you chose this method.	Email the policy with summary message from Centre Manager. Reasons: <ul style="list-style-type: none"> Used for formal messaging Used by corporate for key messages Staff can file/search this medium Staff can save a copy of the policy to their own records Ideal for sharing information of this size/ attaching documents Ideal for keeping records of distribution – who, when, how what was communicated 	
6. Name at least one piece of legislation relevant to this communication.	Work Health and Safety Act 2011 (by state)	
7. Name at least one Bounce Fitness organisational policy and procedure to be considered/ referenced in this message.	Hand Hygiene Standards – Policy and procedures Workplace Health and Safety – Policy and procedures Digital Communication - Policy and procedures	

2. Email Laura (Human Resources) to ask her to confirm the objectives of the communication and ask her to provide you with a copy of the *Hand hygiene standards - policy and procedures* document.

Apply all guidelines around the professional communication etiquette outlined in the Bounce Fitness *Digital communication policies and procedures* document.

(Email content: approximately 100 words)

Email: HR clarification and information request	
To name/ position	Laura Irish - General Manager Human Resources
Subject	Hand hygiene communication
Content	

Student's answer should include the following information:

- Statement of the communication activity being conducted in line with A1.1 above
- A request for a copy of the Hand Hygiene Standards – Policy and procedures for circulation

Students must use formal language as appropriate for an official communication to the General Manager. Students must apply all professional communication etiquette (as set out in the Bounce Fitness *Digital communication policy and procedure*) - specifically:

- Including proper greetings at the start of each email
- Follow proper grammar and correct sentence structures
- Using polite language in all communication

For example:

To Laura,

I have received your request to remind staff of Hand Hygiene Standards, circulating the new policy and procedure as a way of improving hygiene standards and minimizing the risk of transmitting germs in the Centre. Can you please confirm this is correct?

Can you please also provide me with a copy of the new Hand Hygiene Standards - Policy and Procedure document so I can complete this task?

*Kind regards,
Student Name*

Case Study

You have spoken briefly with Martin (Assistant Manager) around the need to communicate to the team and he has indicated that he is under a fair amount of pressure at the moment, so he is not sure he has the time to develop the communication needed.

Keep in mind that you have capacity to draft the message but are keen to have Martin's input into the message as well as keep him as the point of distribution with staff for consistency.

3. Email Martin and suggest a solution to the time issue he has raised above, clarifying what he is required to complete as part of the proposed process.

Apply all guidelines around the professional communication etiquette outlined in the Bounce Fitness *Digital communication policies and procedures* document.

(Email content: approximately 100 words)

Email: Negotiate duties	
To name/ position	Martin Saunders – Assistant Manager
Subject	Role in message communication
Content	

Students need to address the following:

- Offer a solution to the time issue raised – involving students drafting the message/communication
- Require that Martin remains involved in the message distribution

Students must use clear language to offer their solution as appropriate for communication with the Centre Assistant Manager. Students must apply all professional communication etiquette (as set out in the Bounce Fitness *Digital communication policy and procedure* document) - specifically:

- Including proper greetings at the start of each email
- Follow proper grammar and correct sentence structures
- Using polite language in all communication

For example:

To Martin,

I understand that you are quite busy at the moment.

I currently have some capacity so I am happy to draft the communication but I would like you to check the messaging and then once you are happy with it, please circulate it as this is consistent with previous messages of this type for centre staff.

I will send you the copy shortly for review.

*Kind regards,
Student Name*

Case Study

Martin (Assistant Manager) has agreed to check the email and circulate it once it has been finalised.

You have also received a reply from Laura with the *Hand hygiene standards - policy and procedures* document.

4. Draft the message to go to all staff to tell them the reason for the communication, reminding them to apply hand hygiene standards at work and introducing the *Hand hygiene standards - policy and procedures* document (this is achieved by referencing it in the content of the message).
At the start or end of your email, ask Martin to review and provide feedback on the messaging before it is finalised for circulation.

Apply all guidelines around the professional communication etiquette outlined in the Bounce Fitness *Digital communication policies and procedures* document and specifically reference the *Hand hygiene standards - policy and procedures* document.

(Email content: approximately 200 words)

Email: Present draft communication	
To name/ position	Martin Saunders – Assistant Manager
Subject	Draft Hand hygiene message
Content	

Students need to address the following:

- Include a message to staff reminding them to apply sound hand hygiene standards
- Introduce the *Hand hygiene standards – policy and procedure* document
- Include a message to Martin to review and provide feedback on the proposed message

Students must use clear language to offer their draft message as appropriate for communication with the Centre Assistant Manager. Students must apply all professional communication etiquette (as set out in the Bounce Fitness *Digital communication policy and procedure* document) - specifically:

- Including proper greetings at the start of each email
- Follow proper grammar and correct sentence structures
- Using polite language in all communication

For example:

To Martin,

Please find following the proposed communication for all staff on centre hand hygiene.

Please review the attached and provide feedback within the week so that we can finalise this.

-----To all staff,

With the flu season approaching, we have been asked to make sure that all staff are aware of current Hand Hygiene Standards at Bounce Fitness so that we can reduce the chances of getting sick and the spread of infection/germs.

Human Resources have developed a Hand hygiene standard – policy and procedure document which you will find attached. Please read this and apply when you are in the centre as appropriate.

This policy outlines the purpose and scope of the policy and also includes clear instructions on how to wash your hands using either soap and water or hand sanitiser.

If you have any questions, please let me know.

*Kind regards,
Martin Saunders
Assistant Manager-----*

Thank you Martin – I look forward to your feedback soon.

*Kind regards,
Student Name*

Part B: Address feedback

Case Study

You have drafted your communication and submitted it to Martin Saunders (Assistant Manager) for his feedback in Part A above. Martin is responsible for communicating and implementing policies and procedures directly to all centre staff.

You have received the below reply email from Martin with his concerns.

Email from Martin Saunders – Feedback and concerns around team communication.	
To name/ position	<i>Centre Manager</i>
Subject	<i>Feedback on hygiene communication</i>
Content	
<p><i>Thank you for send through the proposed Hand hygiene communication message.</i></p> <p><i>I just wanted to flag the following concerns that I feel the eemail communication alone does not address.</i></p> <p><i>Firstly, most of our staff are not on their computers very often as they are running programs and physically interacting with clients in the center. While I agree that we need to send them the policy via email, I beleive we also need to ensure they can see the message while they are working in and around the Centre.</i></p> <p><i>Also worth considering is that one of our Fitness Instructors is Egyptian and speaks Arabic as a first language. I suspect that the language in the posters found in the policy may not be easy to read for this staff member and propose that any messaging support this</i></p> <p><i>With the expansion of the hand hygiene process being spread around the centre, we should also factor in that a large component of our clients primarily speak mandarin and accommodate this in visible communications.</i></p> <p><i>If you could suggest an alterntive to offer more targeted communication for when staff are working in the center, as well as a way to ensure that it is translated for all who need to see it, this would be fantastic.</i></p> <p><i>What do you think?</i></p>	

1. Review Martin’s message above and complete the following:

- a. Provide Martin with feedback on his email communication style, identifying specific breaches of the Digital communication policies and procedures.
- b. Consider the feedback above, address any comments and finalise the communication plan.

To do this, you need to email Martin and address the following:

- Provide Martin with at least two (2) pieces of feedback on his email communication style as it relates to non-compliance of the Bounce Fitness Digital communication policies and procedures document.
- Propose a solution to address the communication issues he raised. You may consider multiple solutions, or one solution that addresses all of the feedback.
- Identify any additional actions you will take to implement the solution/s.
- Request Martin confirm once the solution has been implemented and the success of this communication, so that you can report back to Human Resources.

NOTE: The solution/s do not need to fit within an email to staff and should consider other methods of communication that complement the practical nature of the instruction that is being communicated (i.e. Hand hygiene and hand washing).

Apply all guidelines around the professional communication etiquette outlined in the Bounce Fitness *Digital communication policies and procedures* document.

(Email content: approximately 270 words)

Email: Address issues raised	
To name/ position	Martin Saunders – Assistant Manager
Subject	Message feedback
Content	
<p>Students' answers need to address the following:</p> <ul style="list-style-type: none"> • Provide two (2) pieces of feedback relating to breaches of the Digital Communication policies and procedure document (i.e. spelling, grammar, missing salutations at the start/end of the email etc.) • Offer a solution to the issue of staff not seeing an email (i.e. print posters for use around the centre) • Offer a solution to the issue of the instructions being only offered in English for staff/clients who do not speak English or for whom it is a second language (i.e. print posters in more than 1 language for staff/clients) • One solution may be suggested that can address both issues <p>Students must use clear language to offer their draft message as appropriate for communication with the Centre Assistant Manager. Students must apply all professional communication etiquette (as set out in the Bounce Fitness <i>Digital communication policy and procedure</i> document) - specifically:</p> <ul style="list-style-type: none"> • Including proper greetings at the start of each email • Follow proper grammar and correct sentence structures • Using polite language in all communication <p>For example:</p> <p><i>To Martin,</i></p> <p><i>Thank you for your feedback relating to our staff not seeing an email message in a reliable timeframe, and at the location where the information needs to be applied. I appreciate you also flagging potential issues around language limitations in the existing policy posters not reflecting our staff and client demographic.</i></p> <p><i>Before I address the issues you have flagged, I wanted to pass on some feedback relating to your email communication style. The Bounce Fitness Digital communication policies and procedures document sets out standards for digital communication. This states that you must include proper greetings at the start and end of emails and use proper grammar and spelling.</i></p> <p><i>Please review the policy and make sure you follow the policy guidelines in future communication.</i></p> <p><i>As for the issues you have raised, the communication clearly needs to include print posters of the posters within the Hand Hygiene Standards - Policy and Procedure document to be placed in the bathrooms and any handwash basins around the centre. These should be printed in Arabic and Mandarin to ensure all staff and clients can read them.</i></p> <p><i>In order to implement this solution, I will organise for these posters to be translated and printed and let you know when they are ready to be placed around the centre.</i></p> <p><i>Once this message has been communicated (email and posters circulated), please confirm if implementation was successful (are people following the policy/procedure) so that we can update our approach to address issues, or I can report back to HR that this has been done.</i></p> <p><i>Thank you for your help.</i></p> <p><i>Kind regards,</i> <i>Student Name</i></p>	

2. Develop an issues log to record the two (2) issues identified by Martin in his feedback above, the proposed solutions and actions required to address.

NOTE: The communication needs to be completed within 1 week of the email sent from Martin above.

Assessor instructions: Students must identify and propose a solution for both issues raised by Martin in his email above (accessibility and language). These must be captured in the issues log below. The solution may be the same for both issues.

A sample is provided below. Students must address the issues and align to the sections of the issues log in the template below.

ISSUES LOG						
ID	Issue	Raised By	Owner/ Responsible	Solution	Action	Due date/ Resolved
1	Staff aren't on PC so won't see the message.	Martin Saunders	Student Name (Centre Manager)	Print procedures and place in bathrooms/ near basin around centre	Suggest solution to Martin to ensure it is appropriate. Need to contact external supplier to order posters.	1 week
2	Staff and client with language considerations (Non-English reading or English as a second language limitation)	Martin Saunders	Student Name (Centre Manager)	Translate and print procedure posters in English, Arabic and Mandarin.	Suggest solution to Martin to ensure it is appropriate. Coordinate translation and printing of posters.	1 week

Part C: Report on outcome

Case Study

You have agreed and implemented your communication plan working closely with Martin Saunders (Assistant Manager). In your last correspondence (Part B, Task 1), you asked Martin to confirm if staff have received, understood and implemented the new practices.

You have received the below reply email from Martin.

Email from Martin Saunders – Compliance to the new practices

To name/ position *Centre Manager*

Subject *Feedback on hygiene communication implementation*

Content

Hello,

Thank you for your help finalising the messaging and helping solve the issues around accessibility and readability of the Hand Hygiene Standards I raised earlier.

All communication has now been circulated. The solution/s you offered were great and all staff were pleased to see that the information they needed was fully accessible and everyone was able to clearly read and understand the procedure which is fantastic.

At this stage, there is full compliance by all team members, which I have verbally confirmed and seen first-hand, and I don't believe any further action is required.

That said, staff have flagged that some of them don't know the WHS Policies and Procedures at Bounce Fitness. So they have asked we circulate the WHS Policy and Procedures document as a refresher of the other safety procedures they should be following. We have a team meeting scheduled for next week and it would be great if this could be done before that meeting.

Thank you again for your support and we will catch up soon.

*Many thanks,
Martin Saunders
Assistant Manager*

- Following on from Martin’s email above, update the “Action” and “Due date” sections of your issues log (refer to your previously completed issues log from Part B, Task 2).
Update your action taken and set tasks to “Resolved” as appropriate.
Also add in the new request/issue component raised by the team through Martin.

Assessor instructions: Students must update the actions and due date for the original issues raised in Assessment 3, Question 2, as well as add a new issue based on Martin’s email which relates to a request to circulate the WHS Policies and Procedures.

A sample is provided below.

ISSUES LOG						
ID	Issue	Raised By	Owner/ Responsible	Solution	Action	Due date/ Resolved
1	Staff aren’t on PC so won’t see the message.	Martin Saunders	Student Name (Centre Manager)	Print procedures and place in bathrooms/ near basin around centre	Suggested solution to Martin to ensure it is appropriate which was agreed. Contacted external supplier to order posters. Circulated posters around centre.	RESOLVED
2	Staff with vision impairment consideration (font in policy document too small)	Martin Saunders	Student Name (Centre Manager)	Print procedure posters A3 so they are clear and easy to read.	Suggested solution to Martin to ensure it is appropriate which was agreed. Contacted external supplier to order posters. Circulated posters around centre.	RESOLVED
3	Staff requested refresher communication on WHS policies and procedures	Martin Saunders	Student Name (Centre Manager)	Provide WHS policy and procedure to staff.	Develop a communication including the WHS policy and procedures and send to Martin to circulate to team.	1 week/ Before the team meeting

- Based on Martin’s email above confirming that the hand hygiene communication has been completed and fully implemented, write an email to Laura Irish (Human Resources) to let her know about the communication status. Include the following in this email:
 - Reference the original communication request.
 - Identify the issues that had been raised during the communication preparation process.
 - Reference the issues log (note as “See issues log attached”), flagging the two resolved elements and third unresolved element.
 - Identify the communication elements, messages and mediums used (i.e. email, copy of the Hand Hygiene Standards policy and procedures etc.)

- Confirm that this communication and implementation have been successfully completed, as confirmed by Assistant Manager, Martin Saunders.
- Identify and confirm approval for any further action (to complete the third unresolved element on the issues log).

Apply all guidelines around the professional communication etiquette outlined in the Bounce Fitness *Digital communication policies and procedures* document.

(Email content: approximately 300 words)

Email: Confirm communication completion to HR	
To name/ position	Laura Irish - General Manager Human Resources
Subject	Hand hygiene communication - complete
Content	
<p>Students need to include the following information:</p> <ul style="list-style-type: none"> • Reference the original communication request • Identify issues raised (per issues log above) • Reference the issues log and solutions • Outline the communication elements, messages and mediums • Confirm communication and implementation complete • Identify outstanding issue and request approval to action in line with item 3 on the issues log <p>Students must use formal language as appropriate for an official communication to the General Manager. Students must apply all professional communication etiquette (as set out in the Bounce Fitness <i>Digital communication policy and procedure</i>) - specifically:</p> <ul style="list-style-type: none"> • Including proper greetings at the start of each email • Follow proper grammar and correct sentence structures • Using polite language in all communication <p>For example:</p> <p><i>To Laura,</i></p> <p><i>As requested, we have now completed the communication to Sydney Centre staff relating to the Hand Hygiene Standards.</i></p> <p><i>During this process it was raised that most staff do not regularly check their emails as they are working around the centre. It was also raised that we have staff with English as a second language, as well as many of our clients, so we needed to be mindful of the clarity of any messaging applied.</i></p> <p><i>As you can see from the Issues Log attached, we addressed these issues by printing posters (using the WHO posters included in the policy and procedures document) to be used around the centre where appropriate (bathrooms, basins etc.), making sure these were printed in English, Arabic and Mandarin so that they were clear and easy to read for staff and clients.</i></p> <p><i>In addition we circulated an email message, identifying the need to apply Hand Hygiene Standards, attaching a copy of the Hand Hygiene Standards – Policy and procedure document to all staff.</i></p> <p><i>I have just received confirmation from the Centre Assistant Manager that communication and implementation are now complete, as confirmed verbally and seen in practice.</i></p>	

Staff did raise that they are not sure about the rest of our WHS policy and procedures and have asked that a similar communication be completed to cover this prior to their next meeting, next week. Please confirm you are happy for us to do this.

Please let me know if you have any questions about this request.

*Kind regards,
Student Name*

Assessment checklist:

Students must have completed each of the tasks below in the spaces provided in this assessment. This includes:

Part A: Prepare for and draft communication		
1	Communication Strategy Planning table	<input type="checkbox"/>
2	Email to HR – message clarification and additional resource request	<input type="checkbox"/>
3	Email to Assistant Manager – role clarification and negotiation	<input type="checkbox"/>
4	Email to Assistant Manager – message draft and feedback request	<input type="checkbox"/>
Part B: Address feedback and resolve issues		
1	Email to Assistant Manager – address feedback	<input type="checkbox"/>
2	Develop issues log	<input type="checkbox"/>
Part C: Report on outcomes of communication		
1	Updated issues log	<input type="checkbox"/>
2	Email to HR – report on outcome of communication and identify next steps	<input type="checkbox"/>



Congratulations you have reached the end of Assessment 2!

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