



BSBXCM401

Apply communication strategies in the workplace

Assessment 2 of 2

Project



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 for each of the tasks below.

Part A: Prepare for and draft communication

<p>Case Study</p> <p>You have recently been appointed as the new Studio Manager at Fusion Graphix, a Graphic Design Studio that offers B2B graphic design, web design and marketing services.</p> <p>As the Studio Manager, you are required to coordinate all communication in the studio. With the flu season approaching, Alan Smith [CEO] has asked you to ensure that everyone is aware of current Hand Hygiene procedures as they relate to general hygiene. He has asked that you do this by circulating the new Hand Hygiene Procedure document.</p> <p>As the Studio Manager, you are responsible for coordinating the communication for all staff, however, Beatrice Opal [Receptionist] is responsible for distributing communication and implementing policies and procedures directly to all staff.</p> <p>You will need to refer to the following Fusion Graphix documents to complete this request:</p> <ul style="list-style-type: none">• Digital communication procedures• Hand hygiene procedure*• Organisational chart <p>* Jackie Spade, the Administration Manager, has developed the <i>Hand Hygiene Procedure</i> document, however, she has not provided this to you yet.</p> <p>For this assessment, you will play the role of John Lewis, Studio Manager.</p>

1. Complete the following communication planning table for the communication task requested by Alan. The aim is to ensure the staff at the studio are aware of the new hand hygiene procedure.
[Word count approximately 10-50 words per section.]

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

Students' answers must align with 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 Hand Hygiene Procedure.
2. Identify what information/ documentation you will require.	The Hand Hygiene Procedure document.
	Name/ Title Studio 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 the message and circulate it in line with the audience and brief.
	Name/ Title	Jackie Spade, Administration Manager
	Define role	<ul style="list-style-type: none"> • Confirm the message • Provide a copy of the policy/procedure document.
4. Identify the audience.	<p>Students just need to identify all departments and all employees in every department,</p> <ul style="list-style-type: none"> • Beatrice Opal, Receptionist • Graphic Design department: <ul style="list-style-type: none"> ○ Graphic Design Manager, Mary Jones ○ Graphic Designer, Michael Kerr ○ Graphic Designer Miranda Deidre • Web Design department: <ul style="list-style-type: none"> ○ Web Design Manager, Evan Right ○ Web designer Elias Page ○ Web designer Evelyn Green • Marketing department: <ul style="list-style-type: none"> ○ Marketing Manager, Lionel Boyle ○ Marketing Specialist Lena Brown, ○ Marketing Specialist Leah Farrell, 	
5. Select the method of communication that best suits this message and audience. Outline why you chose this method.	<p>Email the policy with a summary message from Studio Manager.</p> <p>Reasons:</p> <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 Fusion Graphix organisational policy and procedure to be considered/ referenced in this message.	Hand Hygiene Procedure Digital Communication - Policy and procedures	

2. Email Jackie Spade, the Administration Manager, to ask her to confirm the objectives of the communication and ask her to provide you with a copy of the *Hand hygiene procedure* document.

Apply all guidelines around the professional communication etiquette outlined in the Fusion Graphix *Digital communication procedures* document.

[Email content: approximately 100 words]

Email: HR clarification and information request

To name/ position	Jackie Spade, the Administration Manager
Subject	Hand hygiene communication
Content	
<p>The student's answer should include the following information:</p> <ul style="list-style-type: none"> • Statement of the communication activity being conducted in line with A1.1 above • A request for a copy of the Hand Hygiene Procedures for circulation <p>Students must use formal language appropriate for official communication with the General Manager. Students must apply all professional communication etiquette (as set out in the Fusion Graphix <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>Dear Jackie,</i></p> <p><i>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 minimising the risk of transmitting germs in the Studio. Can you please confirm this is correct?</i></p> <p><i>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?</i></p> <p><i>Kind regards,</i> John Lewis Studio Manager</p>	

Case Study

You have spoken briefly with Beatrice [Receptionist] about the need to communicate with every department, and she has indicated that she is under a fair amount of pressure at the moment, so she is not sure she has the time to develop the communication needed.

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

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

Apply all guidelines around the professional communication etiquette outlined in the Fusion Graphix *Digital communication procedures* document.

[Email content: approximately 100 words]

Email: Negotiate duties	
To name/ position	Beatrice Opal, Receptionist

Subject	Role in message communication
Content	
<p>Students need to address the following:</p> <ul style="list-style-type: none"> • Offer a solution to the time issue raised – involving students drafting the message/communication • Require that Beatrice remains involved in the message distribution <p>Students must use clear language to offer their solutions as appropriate for communication with the Receptionist. Students must apply all professional communication etiquette [as set out in the Fusion Graphix <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>Dear Beatrice,</i></p> <p><i>I understand that you are quite busy at the moment.</i></p> <p><i>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 studio staff.</i></p> <p><i>I will send you the copy shortly for review.</i></p> <p><i>Kind regards,</i> <i>John Lewis</i> <i>Studio Manager</i></p>	

Case Study

Beatrice [Receptionist] has agreed to check the email and circulate it once it has been finalised.

You have also received a reply from Jackie with the *Hand hygiene procedure* 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 introduce the *Hand hygiene procedure* document (this is achieved by referencing it in the content of the message).

At the start or end of your email, ask Beatrice 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 Fusion Graphix *Digital communication 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	Beatrice Opal, Receptionist
Subject	Draft Hand hygiene message
Content	
<p>Students need to address the following:</p> <ul style="list-style-type: none"> • Include a message to staff reminding them to apply sound hand hygiene standards • Introduce the <i>Hand hygiene procedure</i> document • Include a message to Beatrice to review and provide feedback on the proposed message <p>Students must use clear language to offer their draft message as appropriate for communication with the Studio Manager. Students must apply all professional communication etiquette (as set out in the Fusion Graphix <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>Dear Beatrice,</i></p> <p><i>Please find following the proposed communication for all staff on the studio hand hygiene.</i></p> <p><i>Please review the attached and provide feedback within the week so that we can finalise this.</i></p> <p><i>-----To all staff,</i></p> <p><i>With the flu season approaching, we have been asked to make sure that all staff are aware of current Hand Hygiene standards at Fusion Graphix so that we can reduce the chances of getting sick and the spread of infection/germs.</i></p> <p><i>Jackie Spade, the Administration Manager, has developed a Hand hygiene procedure document which you will find attached. Please read this and apply when you are in the Studio as appropriate.</i></p> <p><i>This policy outlines the purpose and scope of the policy and includes clear instructions on how to wash your hands using either soap and water or hand sanitiser.</i></p> <p><i>If you have any questions, please let me know.</i></p> <p><i>Kind regards,</i> <i>Beatrice Opal</i> <i>Receptionist</i> <i>-----</i></p> <p><i>Thank you, Beatrice, – I look forward to your feedback soon.</i></p> <p><i>Kind regards,</i> <i>John Lewis</i> <i>Studio Manager</i></p>	

Part B: Address feedback

Case Study

You have drafted your communication and submitted it to Beatrice Opal, Receptionist, for his feedback in Part A above. Beatrice is responsible for communicating and implementing policies and procedures directly to all studio staff.

You have received the below reply email from Beatrice with her concerns.

Email from Beatrice Opal – Feedback and concerns around team communication.

To name/ position

Beatrice Opal,

Subject

Feedback on hygiene communication

Content

Thank you for send through the proposed Hand hygiene communication message.

I just wanted to flag the following concerns that I feel the eemail communication alone does not address.

Firstly, 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 as most of the staff is working on different software throughout the day and they might miss it.

Also worth considering is that one of our web designers 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

With the expansion of the hand hygiene process being spread around the studio we should also factor in that a large component of our clients primarily speak mandarin and accommodate this in visible communications.

If you could suggest an alterntive to offer more targeted communication for when staff are working in the studio, as well as a way to ensure that it is translated for all who need to see it, this would be fantastic.

What do you think?

1. Review Beatrice's message above and complete the following:
 - a. Provide Beatrice with feedback on his email communication style, identifying specific breaches of the Digital communication procedures.
 - b. Consider the feedback above, address any comments and finalise the communication plan.

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

- Provide Beatrice with at least two [2] pieces of feedback on his email communication style as it relates to non-compliance with the Fusion Graphix Digital communication procedures document.
- Propose a solution to address the communication issues she 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 Beatrice confirm once the solution has been implemented and the success of this communication so that you can report back to Alan Smith CEO.

NOTE: The solution/s does 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 Fusion Graphix *Digital communication procedures* document.

[Email content: approximately 270 words]

Email: Address issues raised	
To name/ position	Beatrice Opal, Receptionist
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 • 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 Receptionist. Students must apply all professional communication etiquette [as set out in Fusion Graphix <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>Dear Beatrice,</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 Fusion Graphix Digital communication 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 Procedure document to be placed in the bathrooms and any</i></p>	

handwash basins around the studio. These should be printed in Arabic and Mandarin to ensure all staff and clients can read them.

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 studio.

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.

Thank you for your help.

*Kind regards,
John Lewis
Studio Manager*

2. Fill out the “Issues log” table to record the two [2] issues identified by Beatrice in his feedback above, the proposed solutions and actions required to address them.

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

Assessor instructions: Students must identify and propose a solution for both issues raised by Beatrice in her 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 might not see the message.	Beatrice Opal	John Lewis	Print procedures and place them in bathrooms/ near basins around the studio.	Suggest a solution to Beatrice to ensure it is appropriate.	1 week
2	Staff and client with language considerations (non-English reading or English as a second language limitation)	Beatrice Opal	John Lewis	Translate and print procedure posters in English, Arabic and Mandarin.	Suggest a solution to Beatrice 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 Beatrice Opal, Receptionist. In your last correspondence (Part B, Task 1), you asked Beatrice to confirm if staff have received, understood and implemented the new practices.

You have received the below reply email from Beatrice.

Email from Beatrice Opal – Compliance with the new practices	
To name/ position	<i>John Lewis, Studio Manager</i>
Subject	<i>Feedback on hygiene communication implementation</i>
Content	
<p><i>Hello,</i></p> <p><i>Thank you for your help finalising the messaging and helping solve the issues around accessibility and readability of the Hand Hygiene Procedure I raised earlier.</i></p> <p><i>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.</i></p> <p><i>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.</i></p> <p><i>That said, staff have flagged that some of them don't know the WHS Policies and Procedures at Fusion Graphix. 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.</i></p> <p><i>Thank you again for your support, and we will catch up soon.</i></p> <p><i>Many thanks, Beatrice Opal Receptionist</i></p>	

1. Following on from Beatrice'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 Beatrice.

Assessor instructions: Students must update the actions and the due date for the original issues raised in Assessment 3, Question 2, as well as add a new issue based on Beatrice'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 might not see the message.	Beatrice Opal	John Lewis [Studio Manager]	Print procedures and place them in bathrooms/ near basins around the studio.	Suggested solution to Beatrice to ensure it is appropriate, which was agreed upon. Contacted external supplier to order posters. Circulated posters around the studio.	RESOLVED
2	Staff with vision impairment consideration [font in policy document too small]	Beatrice Opal	John Lewis [Studio Manager]	Print procedure posters A3, so they are clear and easy to read.	Suggested solution to Beatrice to ensure it is appropriate, which was agreed upon. Circulated posters around the studio.	RESOLVED
3	Staff requested refresher communication on WHS policies and procedures	Beatrice Opal	John Lewis [Studio Manager]	Provide WHS policy and procedure to staff.	Develop a communication including the WHS policy and procedures and send it to Beatrice to circulate to the team.	1 week/ Before the team meeting

2. Based on Beatrice's email above confirming that the hand hygiene communication has been completed and fully implemented, write an email to Alan Smith (CEO) to let him 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 the third unresolved element.
- Identify the communication elements, messages and mediums used [i.e. email, copy of the Hand Hygiene Procedure etc.]
- Confirm that this communication and implementation have been successfully completed, as confirmed by Beatrice Opal, Receptionist.
- 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 Fusion Graphix *Digital communication procedures* document.

[Email content: approximately 300 words]

Email: Confirm communication completion to CEO

To name/ position

Alan Smith [CEO]

Subject

Hand hygiene communication - complete

Content

Students need to include the following information:

- 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 the outstanding issue and request approval to act in line with item 3 on the issues log

Students must use formal language as appropriate for official communication with the CEO. Students must apply all professional communication etiquette (as set out in the Fusion Graphix *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:

Dear Alan,

As requested, we have now completed the communication relating to the Hand Hygiene Procedure.

During this process, it was raised that staff might miss the email due to the volume of work and the fact that they work on different software. 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.

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 studio 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.

In addition, we circulated an email message identifying the need to apply the Hand Hygiene Procedure, attaching a copy of the Hand Hygiene Procedure document to all staff.

I have just received confirmation from the Receptionist, Beatrice Opal, that communication and implementation are now complete, as confirmed verbally and seen in practice.

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,
John Lewis*

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 CEO– report on the outcome of communication and identify next steps	<input type="checkbox"/>



Congratulations, you have reached the end of Assessment 2!

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