

## CCSMP31

# Communicate effectively within a music publishing organisation



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### Overview

This unit is about ensuring that you communicate effectively within a music publishing organisation. with contacts, including team members, colleagues, customers, clients, stakeholders and visitors, which are both internal and external to your organisation. Communication could be electronic, face to face, by telephone or by letter or a report.

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### Performance criteria

*You must be able to:*

- P1 communicate effectively with other people
- P2 select the most appropriate method of communication for the audience
- P3 communicate clearly and effectively taking account of the needs of the audience
- P4 safeguard confidential information
- P5 give others the opportunity to ask questions and check their understanding
- P6 actively focus on information that other people are communicating, questioning any points you are unsure about
- P7 make constructive contributions to discussions, developing points and ideas
- P8 ensure that the communication has met its purpose
- P9 present a positive image of yourself and your organisation

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### Knowledge and understanding

*You need to know and understand:*

- K1 why effective communication is important
- K2 what methods of communication are available to you
- K3 your organisational structures, procedures and communication channels
- K4 the different audiences with which you might need to communicate and their needs
- K5 how to identify the appropriate methods of communication for different audiences
- K6 how to structure your communication so that it is clear and accurate
- K7 why it is important to empathise with your audience and adapt the way that you communicate to meet their needs
- K8 how non-verbal communication effects the impact you have on other people
- K9 how to interpret and respond positively to non-verbal communication
- K10 the confidential information you have access to within a music publishing organisation and why this information should be safeguarded
- K11 how to handle confidential information in line with organisational procedures
- K12 who you are allowed to disclose information to
- K13 why it is important to give other people the opportunity to ask questions and check their understanding and to respond positively to these
- K14 how to contribute constructively to discussions
- K15 how to evaluate the effectiveness of your communication and deal with situations where its purpose has not been achieved
- K16 why it is important to present a positive image of yourself and your organisation
- K17 why it is important for organisations to have a friendly and efficient way of dealing with contacts
- K18 the types of contacts you deal with, the requirements that they have and how to meet their needs
- K19 types of problems that may occur with contacts – including conflict and aggression – and how to deal with these

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