

SFJ HF29

Assist in identifying the potential for agency development and in promoting its services



Overview

This standard is about contributing to the ongoing development of your agency's policy and practice and the promotion of its services. It includes helping to identify possible ways in which the agency might develop its policies and practice within its existing context, putting forward suggestions or ideas positively and effectively, and promoting agency services to others.

There are three elements

- 1 Contribute to identifying the potential for agency development
- 2 Present information and ideas contributing to agency development
- 3 Promote agency services

Target group

This standard is applicable to those with an active involvement in developing and promoting their agency's progress.

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Performance criteria

Contribute to identifying the potential for agency development

You must be able to:

- P1 develop and maintain effective working relationships with relevant colleagues, and staff in other agencies
- P2 contribute to reviews of the effectiveness of your agency's services
- P3 seek relevant information from, and provide it to, appropriate colleagues, and staff in other agencies
- P4 identify specific areas in which there is potential for the development of your agency's services
- P5 consult relevant colleagues, and staff in other organisations, about areas for possible agency development and acknowledge conflicting interests
- P6 identify potential constraints to progress and develop proposals to address them
- P7 contribute to the development of realistic proposals for development
- P8 complete records accurately and share these with relevant others

Present information and ideas contributing to agency development

You must be able to:

- P9 identify opportunities for taking forward agency development and pursue them appropriately
- P10 present relevant information and ideas accurately and concisely, and in a suitable format
- P11 set out the resource and other implications of the proposed development, and its benefits, identifying the strengths which the agency can bring to the development
- P12 identify potential constraints to progress and set out how these might be addressed constructively
- P13 identify the timescales which are necessary for achievement of the plan
- P14 propose how the development can be systematically evaluated
- P15 evaluate the effectiveness of your presentation and use the information to improve future presentations

Promote agency services

You must be able to:

- P16 identify and pursue opportunities for promoting agency services according to your area of responsibility and the resources available
- P17 respond within required timescales to requests for information
- P18 present information about your agency's work concisely and accurately, that is consistent with:
 - P18.1 agency policy
 - P18.2 guidelines and statutory requirements
 - P18.3 that show due regard for sensitivity about the nature of your agency's work

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- P19 present positive images of the agency and its services which emphasise its strengths
- P20 target promotional activities at appropriate users of the agency's services, at community groups and organisations, including interest groups
- P21 seek advice and support when team discussion and supervision are needed
- P22 communicate appropriate information to people who are authorised to have it

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Knowledge and understanding

You need to know and understand:

- K1 legislation relevant to the work being undertaken, and the impact of this on your work
- K2 the nature of the sector relevant to your work, and the nature, roles and functions of the principal agencies within it
- K3 agency structures, functions, methods of communication and decision making processes
- K4 any particular factors relating to your agency's policies and practices which affect the work undertaken
- K5 how changes in the services offered by the agency will lead to changes in the system in which it works as a whole
- K6 existing relationships with other agencies and how to evaluate the potential impact on these relationships of changes in your agency's services
- K7 the principles of effective equality, diversity and anti-discriminatory practice

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Suite Youth Justice; Resettlement of Offenders;

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