

## SKAA48

# Develop a communications strategy for an expedition



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### Overview

Effective communications are very important to the success of any expedition. In planning an expedition, co-ordinators and leaders should have a tested strategy which should cover:

1. routine communication
2. emergency communication
3. communication when leaders or members are expected to contact the home agent
4. backup communications in the event of equipment failure

The unit is recommended for Expedition Managers and Leaders.

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### Performance criteria

*You must be able to:*

- P1 research best practice in communications for expeditions
- P2 identify the expedition's communications needs and those who will be involved
- P3 develop clear specifications for your communications strategy and agree these with the expedition's key stakeholders
- P4 identify and evaluate possible procedures, systems and resources for strengths and weaknesses against agreed specifications
- P5 customise, establish and test the chosen procedures, system and resources
- P6 identify and agree what information is released to whom in certain situations
- P7 agree communication protocols with relevant expedition members and stakeholders
- P8 ensure all relevant expedition members and stakeholders understand and can use procedures, systems, resources and protocols
- P9 monitor the procedures, systems, resources and protocols and make improvements as necessary

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### Knowledge and understanding

*You need to know and understand:*

#### **General knowledge and understanding**

- K1 explain why effective communications are so important to expeditions
- K2 identify sources of information on good practice for expedition communication
- K3 describe general requirement for expedition communications, including:
  - K3.1 routine communication
  - K3.2 emergency communication
  - K3.3 communication when leaders or members are expected to contact the home agent
  - K3.4 backup communications in the event of equipment failure
- K4 describe the types of procedures, systems and resources that address these requirements
- K5 describe how to identify an expedition's communication needs
- K6 describe how to specify appropriate procedures, systems and resources to meet communication needs
- K7 describe the types of resources that can be used for expedition communications
- K8 explain why it is important to consult with stakeholders on communications and describe who these stakeholders may be
- K9 describe what types of information may be restricted to certain audiences
- K10 describe the types of training required to ensure expedition members and others are able to use systems, procedures, resources and protocols
- K11 describe the types of improvements that could be made to communications systems and procedures and the reasons for these improvements

*You need to know and understand:*

#### **Industry/sector specific knowledge and understanding**

- K12 identify and describe any specific communications requirements, systems and procedures that apply to expeditions in your sector

*You need to know and understand:*

#### **Context specific knowledge and understanding**

- K13 identify the relevant colleagues and other stakeholders you would consult with on communication systems
- K14 describe your own responsibilities for communications and the responsibilities of others with whom you work

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### Additional Information

#### Behaviours

1. You constantly seek to improve performance
2. You reflect regularly on your own and others' experiences, and use these to inform future action
3. You analyse and structure information to develop knowledge that can be shared
4. You generate and recognise imaginative and innovative solutions
5. You accurately calculate risks, and make provision so that unexpected events do not impede the achievement of objectives
6. You monitor the quality of work and progress against plans and take appropriate corrective action, where necessary
7. You identify and work with people and organisations that can provide support for your work

#### Skills

1. Research
2. Analysis
3. Communicating by speaking and writing
4. Consulting
5. Monitoring
6. Supporting others

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<b>Developed by</b>	SkillsActive
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<b>Relevant occupations</b>	Associate Professionals and Technical Occupations; Leisure, travel and tourism; Sport, leisure and recreation; Sports and Fitness Occupations
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<b>Suite</b>	Expedition Leadership and Management
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