

437

## PROMOTE YOUR ORGANISATION AND ITS SERVICES TO STAKEHOLDERS

### Unit overview

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#### Elements of competence

437a	Plan to promote your organisation and its services
437b	Communicate key messages to stakeholders
437c	Evaluate the effectiveness of promotional activities

#### About this unit

For this unit you have to promote your organisation and the services it provides to a range of stakeholders.

#### Scope

The scope is here to give you guidance on possible areas to be covered in this unit. The terms in this section give you a list of options linked with items in the performance criteria. You need to provide evidence for any option related to your work area.

**Evaluation methods:** formal and quantitative, such as monitoring changes in the level of funding or referrals from different stakeholders; formal and qualitative, such as surveys or focus groups with stakeholders to measure changes in their attitudes to the organisation and its services; informal and quantitative, such as workers' perception on changes in the level of enquiries or demand for services; informal and qualitative, such as recording ad-hoc feedback (letters, comments) from stakeholders.

**Opportunities to promote your organisation and its services:** private meetings; public meetings and events; promotional materials, such as leaflets, brochures, videos, web-pages; use of the media, such as newspapers, magazines, radio, television, Internet; direct contact by mail, telephone or e-mail.

**Relevant people:** trustees and managers in your agency; people who work for your agency; partners; funders.

**Stakeholders:** funders; commissioners; partners; people and agencies that refer users to your agency; users, their families and friends; people who work for your agency; the wider community.

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## PROMOTE YOUR ORGANISATION AND ITS SERVICES TO STAKEHOLDERS

### **Key words and concepts**

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This section provides explanations and definitions of the key words and concepts used in this unit. In occupational standards it is quite common to find words or phrases used which you will be familiar with, but which, in the detail of the standards, may be used in a very particular way.

**Therefore, we would encourage you to read this section carefully before you begin working with the standards and to refer back to this section as required.**

#### **Individuals**

The actual people requiring health and care services. Where individuals use advocates and interpreters to enable them to express their views, wishes or feelings and to speak on their behalf, the term individual within this standard covers the individual and their advocate

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## **PROMOTE YOUR ORGANISATION AND ITS SERVICES TO STAKEHOLDERS**

437a

Plan to promote your organisation and its services

### **Performance criteria**

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You need to show that:

- 1 You identify the range of stakeholders to whom you wish to promote your organisation and its services
- 2 You consult with representatives of these stakeholders to understand their actual or potential interests in your organisation and its services
- 3 You identify the key messages that you want to communicate to the different stakeholders and agree these with relevant people
- 4 You take account, where appropriate, of cultural and language issues
- 5 You identify opportunities to promote your organisation and its services to stakeholders and select those which offer the best possibility of communicating key messages within the resources available
- 6 You identify and obtain the resources required for your promotional plans
- 7 You communicate your promotional plans to relevant people
- 8 Those who promote your organisation and its services have the knowledge, skills and competence to be able to do so
- 9 The methods of promotion you select are in line with organisational resources and requirements
- 10 You identify how the effectiveness of your promotional activities will be measured

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## **PROMOTE YOUR ORGANISATION AND ITS SERVICES TO STAKEHOLDERS**

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Communicate key messages to stakeholders

### **Performance criteria**

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You need to show that:

- 1 You use selected opportunities to promote your organisation and its services to stakeholders in line with your promotional plan
- 2 You seize ad hoc opportunities to promote your organisation and its services to stakeholders as they arise
- 3 You communicate key messages promptly in response to a crisis
- 4 You agree key messages and the promotional opportunities to be used with relevant people in advance
- 5 You communicate key messages to stakeholders clearly and in ways designed to help them understand the key messages and how these messages affect them
- 6 You communicate in ways that respect individuals' rights and the requirements of confidentiality
- 7 You provide stakeholders with opportunities, where possible, to ask questions and seek clarification about the messages you are communicating
- 8 You seek feedback from stakeholders, where possible, to ensure that they have understood the messages
- 9 The information you communicate is accurate, up-to-date and in line with organisational requirements

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## **PROMOTE YOUR ORGANISATION AND ITS SERVICES TO STAKEHOLDERS**

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Evaluate the effectiveness of promotional activities

### **Performance criteria**

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You need to show that:

- 1 You select evaluation methods that are capable of identifying whether key messages have been communicated to, and understood by, stakeholders
- 2 You select evaluation methods that are capable of identifying whether promotional activities have led to desired changes in attitudes or behaviour by stakeholders
- 3 Your evaluation is sufficient to reveal effectiveness of promotional activities
- 4 You take appropriate action to improve your promotional plans and activities in the light of the results of the evaluation

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## **PROMOTE YOUR ORGANISATION AND ITS SERVICES TO STAKEHOLDERS**

### **Knowledge specification for the whole of this unit**

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Competent practice is a combination of the application of skills and knowledge informed by values and ethics. This specification details the knowledge and understanding required to carry out competent practice in the performance described in this unit. When using this **specification it is important to read the knowledge requirements in relation to expectations and requirements of your job role.**

#### **Legislation and organisational policy and procedures**

- 1 The range of stakeholders in your organisation and their interests
- 2 Your organisation, its purpose, values and the services it provides
- 3 Relevant people within your own and partner organisations with whom you need to agree key messages and communicate promotional plans
- 4 The people available to promote your organisation and its services
- 5 Organisational policies and requirements relevant to the functions being carried out

#### **Theory and practice**

##### **Communication and interpersonal skills**

- 6 How to explain complex material to improve people's understanding, both orally and in writing
- 7 How to communicate effectively with a variety of audiences
- 8 The importance of consulting with relevant people and how to do this effectively
- 9 The importance of agreeing key messages and communicating promotional plans with relevant people before releasing information
- 10 The principle of confidentiality: what information may be given to whom
- 11 The importance of giving people opportunities to ask questions and seek clarification, and how to do so
- 12 The importance of feedback on the effectiveness of your communication

##### **Continuous improvement**

- 13 How to improve plans and activities in the light of evaluation

##### **Evaluation**

- 14 The importance of establishing how the effectiveness of promotional activities will be measured, and how to do so
- 15 The range of methods for evaluating the effectiveness of promotional plans and activities

##### **Information handling**

- 16 The importance of checking your information is accurate and up-to-date, and how to do so

##### **People management**

- 17 The knowledge, skills and competences required to promote the organisation and its services and how to ensure people possess these

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## **PROMOTE YOUR ORGANISATION AND ITS SERVICES TO STAKEHOLDERS**

### **Knowledge specification for the whole of this unit (continued)**

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#### **Promotional plans and activities**

- 18 The importance of identifying key messages to communicate to different stakeholders and how to do so
- 19 The range of opportunities available to promote the organisation and its services and how to select those opportunities which offer the best possibility of communicating key messages
- 20 Your organisation's promotional plan

#### **Resource management**

- 21 The resources required to carry out plans and how to identify and obtain these

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## PROMOTE YOUR ORGANISATION AND ITS SERVICES TO STAKEHOLDERS

### Evidence requirements for this unit

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- Direct observation by assessor and/or an expert witness is required for some of the performance criteria for every element in this unit.
- Prior to commencing the unit you should agree a plan with your assessor regarding the types of evidence to be used.
- You must provide your assessor with evidence for ALL the performance criteria and ALL the knowledge requirements and the relevant parts of the SCOPE as applicable to your workplace.
- The evidence must, at all times, reflect the policies and procedures of the workplaces as linked to current legislation and valued and principles for best practice within the Health and Social Care Sector. This will include the National Service Standards for your area of work or client group.
- All evidence should relate to real work activities for ALL elements of this unit.
- Simulation is NOT permitted for this unit.

### Competences can be demonstrated using a variety of types of evidence from the following:

- **Work products:** these can be any record that you would normally use within your normal role eg, minutes of meetings with stakeholders, procedures and policies, records and reports; inspection reports and feedback records. etc.
- **Assignment/project:** you may have already completed a project or assignment (for example from HNC, NC, VRQ, BTec courses, D32, 33, 34, A1 and V1). You could also use evidence of previous in-house training course/programmes you have completed showing professional development.
- **Reflective accounts:** you describe your actions in (a) particular situation(s) and reflect on the reason(s) for you practicing in that way, in relation to your organisation, its services and key messages..
- **Questioning/professional discussion:** you and your assessor may agree on questions or discussion to demonstrate your knowledge, to supplement the knowledge demonstrated through observations, products and reflective accounts. These can be oral or written but evidence of this must be recorded.

**NB Confidential records are not required in your portfolio, they can remain where they are normally stored and be checked by your assessor and internal verifier. If they are included they must be anonymised.**