



BSB40215 Certificate IV in Leadership and  
Management

# BSBLDR401 Communicate Effectively as a Workplace Leader



## Learner Guide

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## Unit Information

Are you a Manager, Supervisor or Team Leader or want to become one, who is required to communicate with other people in the workplace?



ABEX Institute of Training is the ideal place that enables you to study, at your own pace in a blended learning platform with experienced trainers to support you all the way.

This unit describes the skills and knowledge required to communicate effectively as a workplace leader, including understanding the context, choosing methods of communication to suit the audience and following up.

At the completion of this unit, you will have developed sharper communication skills that cover a range of methods and contexts within different structured environments.

<https://tinyurl.com/ABEXLEAN>

# 1. Identify context for communication

- 1.1. Identify reason and context for communication
- 1.2. Identify persons relevant to the communication context
- 1.3. Clarify specific environment and personnel factors that may impact on the success of the communication
- 1.4. Identify and clearly understand the desired outcome of the communication
- 1.5. Evaluate available methods of communication against their suitability for the specific communication requirements
- 1.6. Identify potential barriers to effective communication and develop solutions to minimise impact
- 1.7. Incorporate relevant business policies, procedures, regulations and legislation into communication processes



## 1.1 – Identify reason and context for communication

## 1.2 – Identify persons relevant to the communication context

### Verbal communication

Communication is the process of transferring information from one place to another. This can be through verbal messages, written words or non-verbal signals. In order for the transfer of information to be defined as communication, this information must be fully understood by the recipient. If they do not fully understand the information, then communication has not occurred.

Verbal communication is the process of communicating through the use of speech, whether this is face-to-face or over the telephone. When communicating verbally, you should ensure that the enunciation, tone and stress of your voice are appropriate.

As a workplace leader, you will be responsible for communicating with others within the workplace to convey a clear message that they fully understand. To ensure that your verbal communication will be effective, you should first acknowledge the needs of your audience.

#### **For successful communication, it is essential to:**

- Plan what you need to say
- Think about how you want to say it
- Gather feedback on how your message was received.

#### **As a leader, you may need to communicate in many ways, including:**

- When doing a presentation
- In meetings
- In daily conversations
- In a workshop.



## **Presentations**

As a leader, you will need to give presentations at some point. The aim of a presentation is to convey your expertise on a particular topic; this requires preparation. To avoid confusion, you should use short and simple sentences wherever possible.

To ensure your presentation is successful, you should consider using visual aids, descriptive examples and vivid language. You should also allow for people to ask questions should they wish; this will give them clarification of what you have said.

## **Meetings**

The point of a meeting is to share ideas amongst the people within the workplace. Firstly, you should try and define the objective of the meeting. For example, the purpose of the meeting may be to make a decision.

As a leader, it will be your responsibility to communicate what the priorities of the meeting are, to ask for input from individuals in the meeting and to ensure that the meeting remains relevant and on topic.

## **Conversations**

A conversation is simply two people discussing something; this will occur regularly within the workplace. You should be aware of how to communicate properly.

### **For example, you should:**

- Acknowledge the sensitivity of the topic
- Use effective listening skills
- Not interrupt
- Allow the other person to express their thoughts and opinions.

## **Workshops**

As a leader, you may be responsible for arranging workshops for others in the workplace; you will need to use verbal communication to direct the activities. Being the leader, you will need to guide the others in research, problem solving and making decisions.

In order to enable a positive development experience, you should ensure that your instructions are clear and concise.

## Non-verbal communication

When communicating with someone, it is not only the words that you say that are important; whether intentional or unintentional, the implicit messages that you send out are just as important.

These implicit messages can give additional information on top of what you are saying. If you can use non-verbal communication effectively, you will be able to connect with others, build better relationships and express what you really mean.

### Examples of non-verbal communication include:

- Body language
- Gestures
- Facial expressions
- Eye contact
- Touch
- Personal space.



Verbal and non-verbal communication cannot always be fully isolated from each other; they are often interconnecting. As a workplace leader, you need to understand the differences between verbal and non-verbal communication and how to use them appropriately.

As humans, whether verbally or non-verbally, we communicate with each other across space, time and contexts. This chapter will look at possible reasons for communications, along with different contexts of communications.

## **Reason for communication**

Communication is used for many reasons.

### **For example:**

- To share ideas, experiences and information
- To express feelings and needs
- To reassure
- To ask questions
- To socialise
- To give instructions to share opinions
- To give encouragement
- To persuade
- To make connections with others
- To establish and maintain relationships
- To understand or to be understood
- To further your career.

As a workplace leader, you will need to identify your reasons for communicating in order to be effective.

## **Context for communication**

When looking at the context of communication, it usually involves the environment in which it occurs. In this case, we are concerned with communication within the workplace.

**There are many different types of contexts of communication, including:**

- Organisational
- Mass
- Interpersonal
- Group
- Gender
- Intrapersonal
- Cross-cultural
- Public.



Let's look at a few of these examples in more detail.

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## Sample Short Answer Questions

### Question 1

Give three examples of possible contexts for communication. For each context, suggest the best way to approach communication.

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### Question 2

For a particular context and audience that is relevant to your own organisation, outline the best methods to create and present a clear message.

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### Question 3

Outline the steps involved in effective two-way communication?

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### Question 4

List effective management communication characteristics

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