

Assessment Tool

(final draft for trial)

BSBCMM211 Apply communication skills

Mapping

Assessment Methods: • Observation (O) • Written tasks (W) • Questioning (Q)				
Unit Requirements		Task Mapping		
		O	W	Q
Elements and performance criteria				
1. Identify communication requirements	1.1 Identify work task		W2	Q1
	1.2 Identify communication channels in the organisation		W3	Q2 Q3
	1.3 Identify relevant stakeholders		W4	Q4
	1.4 Seek advice from supervisor on communication methods	O2		
2. Communicate using verbal and non-verbal communication skills	2.1 Plan verbal communication			Q5 Q6
	2.2 Use verbal communication to communicate with stakeholders	O3		
	2.3 Use non-verbal behaviour to communicate with stakeholders	O4		
	2.4 Seek and respond to feedback on communication	O5		
3. Draft written communications	3.1 Identify formats for written information according to organisational policies and procedures		W5	Q7 Q8
	3.2 Draft written information and submit to supervisor for approval		W6	
	3.3 Seek and respond to feedback on written communication		W7	
Foundation Skills				
Learning	Develops skills required to carry out own role by seeking and acting on feedback	O6	W8	

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Reading	Reviews textual information to identify communication requirements and organisational procedures		W9	
Writing	Drafts simple texts using appropriate grammar, spelling and punctuation in accordance with organisational standards		W10	
	Proofreads own texts for accuracy and compliance with organisational requirements		W11	
Teamwork	Seeks to cooperate with others to achieve results in immediate work context	O7		
Self-management	Follows clearly defined instructions, seeking assistance when necessary		W12	
	Follows organisational policies and procedures and practices relevant to own role	O8	W13	Q9
Technology	Uses digital tools to complete tasks		W14	
Initiative and enterprise	Asks questions and listens to gain information and confirm understanding	O9		
Performance Evidence				
Use verbal and non-verbal skills to seek and convey information in face-to-face situations on at least three occasions.		O1		
Draft written documents and confirm that the documents meet organisational requirements on at least three occasions.			W1	
Knowledge Evidence				
organisational policies and procedures related to workplace communication		O1	W1	Q8 Q9
communication styles		O10	W15	Q9
questioning, listening and speaking skills		O11		
standards of written information applicable to own role			W16	
presentation styles, format and detail relevant to own role.		O12	W17	
Assessment Conditions				
Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry. This includes access to workplace policies and procedures relating to communication.		✓	✓	✓

Assessment Task Overview

Candidates must successfully complete the following to achieve competency in this unit:

Observation

Candidates will be observed on three occasions using their verbal and non-verbal skills in face-to-face situations:

- An interaction with a customer (may be roleplayed)
- An interaction with a colleague (may be roleplayed)
- A meeting (may be roleplayed)

Written tasks

Candidates will complete three written tasks:

- Writing and sending an internal email
- Writing and sending an email to a client or customer
- Writing a document

Questioning

Candidates must answer a series of questions to demonstrate their knowledge of applying communication skills.

Task 1: Customer Interaction

Instructions to assessor:

Divide the group into pairs. One student will act as the customer, and the other will act as a customer service representative.

You may contextualise the scenario and setting to meet the needs of the learner group.

An example is included for the role of a receptionist at an office for “Miles of Tiles” a company that sells tiles.

Each student will take turns playing each role.

At the end of the roleplay, discuss the interactions with the students and provide feedback along with the results of the assessment.

Instructions to candidates:

Customer's Role:

- You are a builder looking for high-quality tiles for your new project.
- You have a budget constraint.
- You have heard mixed reviews about the tile quality from this organisation.
- Ask about the types of tiles available, their prices, and quality guarantees.

Sample Questions:

- What types of tiles do you offer?
- Can you give me a price range for the tiles?
- Do you offer any warranties or quality guarantees?
- What are the payment terms?

Receptionist's Role:

- Greet the customer warmly and professionally.
- Answer the customer's questions accurately and offer options.
- Try to alleviate concerns about the tile quality.
- Attempt to close a sale or set up an appointment to view samples.

Sample Responses:

- "Good morning, welcome to Miles of Tiles. How may I assist you today?"
- "We offer a range of tiles suitable for different types of building projects. We have ceramic, porcelain, and natural stone tiles."

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- "Our tiles range from \$25 per square metre for our basic range, up to \$100 for our premium tiles."
- "Yes, we do offer a quality guarantee of up to 10 years for our premium tiles."
- You're unsure about the payment terms and will need to manage this

Task 2: Interaction with a Colleague

Instructions to assessor:

Divide the group into pairs. In each pair, one student will be Colleague A, and the other will be Colleague B.

Explain that the objective of the roleplay is to demonstrate effective communication skills in a professional setting.

Distribute the scenario details and objectives to each student. Students can use these as guidelines but can also improvise as needed.

You may contextualise the scenario and setting to meet the needs of the learner group.

Each student will take turns playing each role.

At the end of the roleplay, discuss the interactions with the students and provide feedback along with the results of the assessment.

Instructions to candidate:

You are two colleagues working in an organisation. Colleague A and Colleague B.

Colleague A:

- You need to discuss the results of a recent project that didn't go as well as expected.
- You believe that a new approach needs to be taken for the next project.
- Your aim is to communicate these points clearly without causing offence or sounding overly critical.

Sample Dialogue Points:

- "I've been looking at the data from our last project, and I think there are areas we can improve."

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- "I think our methodology could be updated to achieve better results."
- "Would you be open to discussing new strategies for the upcoming project?"

Colleague B:

You are aware that the recent project didn't go well and are open to constructive criticism. However, you also believe that external factors played a role in the project's outcome. Your aim is to listen carefully, ask clarifying questions, and express your views respectfully.

Sample Dialogue Points:

- "I appreciate your input and agree that there's room for improvement. Could you specify which areas you're concerned about?"
- "I think that's a valid point. However, do you think the client's last-minute changes affected our performance?"
- "I'm definitely open to discussing new strategies. Do you have any specific ideas in mind?"

Task 3: Meeting

Instructions to assessor:

Students in the group must roleplay a meeting of 2-5 people.

Explain that the objective of the roleplay is to demonstrate effective communication skills in a professional setting.

Distribute the scenario details and objectives to each student. Students can use these as guidelines but can also improvise as needed.

You may contextualise the scenario and setting to meet the needs of the learner group.

At the end of the roleplay, discuss the interactions with the students and provide feedback along with the results of the assessment.

Instructions to candidate:

Each group will act as a committee tasked with planning an "Office Treasure Hunt" as a team-building exercise for their fictional company.

Assign roles to each student, or let them choose their own roles (e.g., Team Lead, Event Coordinator, Budget Manager, etc.).

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The objective is to plan a fun but budget-friendly treasure hunt that can be done in the office. Each team member has their own goals and constraints, which they need to communicate effectively to the group.

Roles

Team Lead:

Objective: To ensure that the event is well-organised and meets the company's team-building goals.

They might say things like:

- "Let's ensure that this event will help foster better teamwork."
- "How can we incorporate our company values into the hunt?"

Event Coordinator:

Objective: To create a fun, engaging treasure hunt with clues, puzzles, and small prizes.

They might say things like:

- "I've thought of some riddles that lead to different departments."
- "What kind of prizes do you think would be exciting?"

Budget Manager:

Objective: To keep the event under the allocated budget.

They might say things like:

- "Let's try to keep the cost of prizes under \$100 total."
- "Can we make some of the clues digital to save on printing?"

HR Representative:

Objective: To ensure that the event is inclusive and appropriate for all staff.

They might say things like:

- "Let's make sure the activities are accessible to everyone."
- "We need to be careful about food allergies if we're giving out snacks."

Intern:

Objective: To learn from the experience and contribute ideas.

They might say things like:

- "This is my first planning meeting, so I'm excited to see how it's done."
- "Could we include an online component for remote team members?"

Observation Task Checklists

Assessor name			
Candidate name			
Date of Task 1 observation (customer interaction)			
Date of Task 2 observation (colleague interaction)			
Date of Task 3 observation (meeting)			
Criteria	Tick the boxes when candidate satisfactorily demonstrates the requirements on the left		
	Task 1 Customer	Task 2 Colleague	Task 3 Meeting
1. Use verbal and non-verbal skills to seek and convey information in face-to-face situations on at least three occasions (PE)			
2. Seek advice from supervisor on communication methods (PC 1.4) a. Demonstrates the ability to identify when and why it is necessary to seek advice from a supervisor. b. Approaches supervisor, clearly states purpose of seeking advice. c. Incorporates the advice received into their communication strategy.			
3. Use verbal communication to communicate with stakeholders (PC 2.2) a. Engages in clear and concise verbal communication, using language appropriate to the audience. b. Actively listens during conversations. c. Tailors the message appropriately in the context of each roleplay			
4. Use non-verbal behaviour to communicate with stakeholders (PC 2.3) a. Exhibits eye contact and gestures align with the verbal message. b. Maintains a professional demeanour in posture and facial expressions. c. Adjusts non-verbal cues to suit the context and audience.			
5. Seek and respond to feedback on communication (PC 2.4) a. Actively seeks feedback on communication methods from peers, supervisor, or another stakeholder. b. Demonstrates openness to feedback and willingness to make adjustments. c. Effectively incorporates the feedback into future communication.			

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6. Develops skills required to carry out own role by seeking and acting on feedback (FS Learning)			
7. Seeks to cooperate with others to achieve results in immediate work context (FS Teamwork)			
8. Follows organisational policies and procedures and practices relevant to own role (FS Self-management)			
9. Asks questions and listens to gain information and confirm understanding (FS Initiative and enterprise)			
10. Demonstrates knowledge of communication styles			
11. Demonstrates knowledge of questioning, listening and speaking skills			
12. Demonstrates knowledge of presentation styles, format and detail relevant to own role.			
All requirements above addressed for each task			
Feedback to candidate for Task 1 observation (customer interaction)			
Feedback to candidate for Task 2 observation (colleague interaction)			

Feedback to candidate for Task 3 observation (meeting)	
Overall observation outcome:	☐ Satisfactory ☐ Not Satisfactory
Signed (assessor):	Date:

Written tasks

Candidates will complete three written tasks:

- Writing and sending an internal email
- Writing and sending an email to a client or customer
- Writing a document

Task 4: Write and send an internal email

Instructions to candidate:

Task Scenario: "The Great Office Bake-Off" Email Challenge

You work in the communications department of "Whimsical Widgets Inc.," a fun-loving but professional tech company. Your team has decided to hold a "Great Office Bake-Off" competition next month, and it's your job to send an email to all employees inviting them to participate. You also want to highlight that the event aims to raise money for a local charity.

Organisational Email Requirements:

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Style: Professional yet engaging. It's a fun event, but you are still in a corporate setting.

Format: Standard business email format; include a greeting, body, and closing.

Spelling and Grammar: Impeccable. The email must be error-free.

Subject Line: Clear and attention-grabbing.

Signature: Should include your name, position, and contact information.

Specific Points to Include:

- Introduction and reason for the email.
- Information about the Great Office Bake-Off (date, time, location).
- The charity cause that will benefit from this event.
- How employees can sign up or get more information.
- A note of encouragement for wide participation.

Task 5: Write and send an email to a client or customer

Instructions to candidate:

You are a customer service representative for "Dazzling Decor Inc.," a company specialising in party decorations and supplies.

A customer named Jamie recently purchased a disco ball for their upcoming 70s-themed party. However, upon receiving the disco ball, Jamie discovers it's missing a crucial component: the motor needed to make it spin. They have emailed the company to inquire about this.

Subject: Urgent: Missing Motor for My Disco Ball – Help Needed!

Dear Dazzling Decor Customer Service,

I hope this email finds you well. I recently ordered a disco ball from your website for my upcoming '70s-themed party. I was excited to receive the package today, but upon opening it, I discovered that the motor needed to make the disco ball spin was missing??

The product description on your website seemed to imply that the disco ball would

come with everything needed for it to work as advertised. As you can imagine, a stationary disco ball won't quite give me the Saturday Night Fever vibes I'm aiming for!

Could you please clarify this situation? Is the motor sold separately, or was this an oversight in the packing process? My party is in less than a week, and I'm starting to panic a little.

Looking forward to your prompt response.

Kind regards,
Jamie

Your task is to respond to Jamie, informing them that the motor is indeed sold separately but doing so in a way that keeps the customer satisfied, possibly even entertained.

Organisational Email Requirements:

- **Style:** Customer-friendly and empathetic, yet professional. Infuse a touch of humour or creativity to keep the email engaging.
- **Format:** Use a standard business email format with a greeting, body, and closing.
- **Spelling and Grammar:** Must be flawless. No errors are acceptable.
- **Subject Line:** Clear, relevant, and with a touch of personality.
- **Signature:** Include your name, position, and customer service contact details.

Specific Points to Include:

- Acknowledge Jamie's situation and apologise for any confusion.
- Explain that the motor is sold separately and provide a link where Jamie can purchase it.
- Mention a special discount code as a goodwill gesture.
- Use a creative way to introduce the discount—perhaps something related to the '70s or disco theme.
- Reiterate your commitment to customer satisfaction and provide contact details for further questions.

Task 6: Write a document

Instructions to candidate:

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You are an employee at "GreenTech Innovations," a technology company that values sustainability. You've been asked to write a proposal document for implementing an "Eco-Friendly Office Initiative" that aims to reduce waste and energy consumption in the office. The document will be reviewed by the company's leadership team.

Organisational Requirements:

- **Style:** Professional and formal. Clear and concise language.
- **Format:** Standard business proposal format, including a title page, table of contents, introduction, objectives, methods, timelines, and conclusion.
- **Spelling and Grammar:** The document must be meticulously proofread, ensuring it is entirely free from spelling and grammatical errors.
- **Document Length:** 3–5 pages, not including title page and table of contents.
- **File Format:** Save and submit the document in PDF format.

Specific Points to Include:

- **Introduction:** Briefly outline what the Eco-Friendly Office Initiative aims to accomplish.
- **Objectives:** List the specific goals of the initiative, such as reducing paper waste by 50% or lowering monthly energy costs.
- **Methods:** Describe the steps the office will take to achieve these goals, e.g., implementing a recycling program or installing energy-efficient lighting.
- **Timelines:** Provide a realistic timeline for when each objective will be met.
- **Conclusion:** Summarise the benefits of implementing the initiative, both for the company and the environment.

Sample Document Outline:

Title Page

- Document Title
- Your Name
- Date

Table of Contents

- Introduction
- Objectives
- Methods
- Timelines
- Conclusion

Introduction

- [Content here]

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Objectives - [Content here]
Methods - [Content here]
Timelines - [Content here]
Conclusion - [Content here]

Written Task Checklists

Assessor name			
Candidate name			
Criteria	Tick the boxes when candidate satisfactorily demonstrates the requirements on the left		
	Task 4 Internal email	Task 5 Customer email	Task 6 Doc
1. Draft written documents and confirm that the documents meet organisational requirements on at least three occasions (PE)			
2. Identify work task (1.1) a. Each written task clearly reflects the purpose and objectives			
3. Identify communication channels in the organisation (1.2) a. Correctly selects the identified channels for communication (e.g., email).			
4. Identify relevant stakeholders (1.3) a. Identifies and addresses the stakeholder(s) relevant to the task. b. Demonstrates understanding of stakeholders' roles and their relationship to the content of the communication.			
5. Identify formats for written information according to organisational policies and procedures (3.1) a. Adheres to specified guidelines on format, style, and tone for the specific type of written communication. b. Demonstrates consistency with organisational branding and communication standards.			

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6. Draft written information and submit to supervisor for approval (3.2) a. Prepares a clear, concise, and well-organised draft. b. Submits the draft to the company's leadership team in a timely manner for review	N/A	N/A	
7. Seek and respond to feedback on written communication (3.3) a. Actively seeks feedback from supervisors or peers. b. Demonstrates the ability to incorporate feedback effectively to improve the document.			
8. Develops skills required to carry out own role by seeking and acting on feedback (FS Learning)			
9. Reviews textual information to identify communication requirements and organisational procedures (FS Reading)			
10. Drafts simple texts using appropriate grammar, spelling and punctuation in accordance with organisational standards 11. Proofreads own texts for accuracy and compliance with organisational requirements (FS Writing)			
12. Follows clearly defined instructions, seeking assistance when necessary 13. Follows organisational policies and procedures and practices relevant to own role (FS Self-management)			
14. Uses digital tools to complete tasks (FS Technology)			
15. Demonstrates knowledge of communication styles			
16. Demonstrates knowledge of standards of written information applicable to own role			
17. Demonstrates knowledge of presentation styles, format and detail relevant to their own role.			
18. Demonstrates knowledge of organisational policies and procedures related to workplace communication			
All requirements above addressed for each task			

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Feedback to candidate for Task 4 (writing an internal email)	
Feedback to candidate for Task 5 (writing a customer email)	
Feedback to candidate for Task 6 (writing a document)	
Overall written task outcome:	☐ Satisfactory ☐ Not Satisfactory
Signed (assessor):	Date:

Task 7: Questions

Instructions to candidates

Following are 9 questions. Read each question carefully before answering.

If you require any clarification of a question you may ask your assessor who will be present for the duration of the question. Your assessor will be able to clarify and explain further any questions you need help with, though they cannot assist you in writing an answer.

You have 1 hour to complete these questions.

All questions must be answered correctly. You will have an opportunity to resubmit any incorrect answers within 14 days of this assessment.

- 1. What methods of communication do you use to determine what's expected of you at work? Give two examples.**
- 2. Identify two channels of communication used within your organisation?**
- 3. Provide an example of a situation where you had to use a specific method of communication and explain why that channel was chosen.**
- 4. List three different people or roles you would need to communicate with in your organisation, along with a brief example of why you would need to communicate with them.**
- 5. There are some formal situations where you may need to plan your verbal communication. Give two examples of these.**
- 6. In a previous task you had to participate in a meeting. How did you plan for this meeting?**
- 7. The organisations you work in will have certain requirements for how written communications are formatted and presented.**
 - a. What might your employer expect in terms of the language and tone of an email to customers?**
 - b. What might your employer expect in terms of the fonts, formatting and layout of a word-processed document?**

- c. What might your employer expect in relation to the way you communicate verbally with customers and/or colleagues?
8. An organisation's policies and procedures for word-processed documents state that *"the paragraphs should be at 1.5 spacing, in Times New Roman at 12pt."* What is this referring to?
9. Below is an email written by a staff member for ACME Industries. Following this is an excerpt from ACME Industries' policies on written communication.
 - a. Read the email,
 - b. read ACME Industries' policies; and then
 - c. answer the questions below.

Subject:

Message:

OMG are u for real?? 🤔🤔 There is no way we can do ur order that quick

btw when we do orders for alex johnson at xeon thay are way more organised and put them in AT LEAST 2 WEEKS in AVANCE!!!

anyways u will just have to wait cos we r super busy rn

jemma

ACME INDUSTRIES

Policy: Professional Email Communication

Purpose

The purpose of this policy is to establish guidelines for professional email communication within ACME Industries. This aims to ensure that all communications uphold the values and standards of the organisation while facilitating effective and respectful interaction.

Scope

This policy applies to all employees, contractors, and volunteers who use the organisation's email system for professional purposes.

Guidelines

Subject Line: Include a clear and relevant subject line that briefly summarises the email's content.

Tone and Language: Use a professional and courteous tone at all times. Avoid slang, abbreviations and excessive use of capital letters.

Spelling and Grammar: Use correct spelling, grammar and punctuation.

Signature: Include a standardised email signature with your full name, job title, and contact details.

Confidentiality: Never disclose confidential information unless you are certain that the recipient is authorised to receive it.

Attachments: Clearly label any attachments and ensure they are relevant to the email content. Always scan for malware before sending.

Response Time: Aim to respond to internal emails within 24-48 hours. If a detailed response will take longer, send an acknowledgment email.

Refrain from 'Reply All': Unless necessary, avoid using 'Reply All'. Consider if everyone on the email thread needs to read your response.

Archiving and Deletion: Emails that are no longer needed must be deleted. However, emails that serve as an organisational record should be archived.

Offensive Content: Any content that is discriminatory, harassing, or otherwise offensive is strictly prohibited.

Identify at least 4 areas where Gemma's email is in breach of ACME Industries' policies, and briefly explain what the author should have done instead.

Task 7 Questions (Marking Guide)

[ASSESSORS ONLY: DO NOT GIVE THIS TO STUDENTS]

Instructions to assessors

Following are 9 questions. Students are given 1 hour to answer the questions. Check to see if candidates need any assistance. You may clarify and explain further to help candidates understand the questions though you cannot assist them in answering the questions.

All questions must be answered correctly.

Refer to the marking guide when reviewing student answers. The marking guide is a guide only. Answers from students may vary and they do not need to comply word-for-word with the guidance notes and examples given.

Where an incorrect answer is given, provide the student with feedback including the reasons why the answer is incorrect.

Students may resubmit any incorrect answers within 14 days of this assessment.

1. What methods of communication do you use to determine what's expected of you at work? Give two examples.

Example Answer: One-on-one meetings with my manager to discuss goals and email updates for task assignments.

Assessment Notes: Look for two distinct methods of communication that the student uses to understand work expectations. It could range from meetings, emails, memos, to performance reviews.

2. Identify two channels of communication used within your organisation?

Example Answers:

1. Email - to communicate with other staff internally, e.g. roster changes.
2. Verbal - to clarify my understanding of a task.
3. Internal messaging platform (e.g., Slack) for quick team communication
4. Video conferencing for remote meetings.

Assessment Notes: Check for identification of two distinct channels of communication within the organisation. Acceptable examples may include email, internal messaging systems, video conferencing, or even notice boards.

- 3. Provide an example of a situation where you had to use a specific method of communication and explain why that channel was chosen.**

Example Answer: I used email to send a weekly report to my manager because it allowed me to attach necessary documents and gave the manager time to review it.

Assessment Notes: Look for a specific method of communication (email, phone, in-person) and a reason why that method was chosen.

- 4. List three different people or roles you would need to communicate with in your organisation, along with a brief example of why you would need to communicate with them.**

Example Answer: Manager - to discuss work schedules; HR - for payroll queries; Colleague - to coordinate on a project.

Assessment Notes: Check for the identification of three different roles and specific reasons to communicate with each. Each pair (role and reason) should be clear.

- 5. There are some formal situations where you may need to plan your verbal communication. Give two examples of these.**

Example Answer: Presenting at a team meeting; Customer complaint resolution.

Assessment Notes: Look for two formal situations where planned verbal communication is necessary. Examples could vary.

- 6. In a previous task you had to participate in a meeting. How did you plan for this meeting?**

Example Answer: Reviewed the agenda, prepared notes on my tasks, and brought relevant documents.

Assessment Notes: Check that the student details steps taken to prepare for a meeting. A list or brief description is sufficient.

- 7. The organisations you work in will have certain requirements for how written communications are formatted and presented.**
 - a. What might your employer expect in terms of the language and tone of an email to customers?**

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Example Answer: Professional language, polite tone.

Assessment Notes: Look for adjectives that describe both language and tone. Both aspects should be addressed.

- b. What might your employer expect in terms of the fonts, formatting and layout of a word-processed document?

Example Answer: Times New Roman, 12pt, justified alignment.

Assessment Notes: Look for specific examples of font, formatting, and layout. All three aspects should be covered.

- c. What might your employer expect in relation to the way you communicate verbally with customers and/or colleagues?

Example Answer: Clear, respectful, and concise communication.

Assessment Notes: Assess for adjectives describing the manner of verbal communication. Should address the 'how' of communication.

8. An organisation's policies and procedures for word-processed documents state that "*the paragraphs should be at 1.5 spacing, in Times New Roman at 12pt.*" What is this referring to?

Example Answer: This refers to the formatting guidelines for written documents, specifying the line spacing, font, and font size.

Assessment Notes: Check for the understanding of all three specified elements: line spacing, font, and font size.

9. Below is an email written by a staff member for ACME Industries. Following this is an excerpt from ACME Industries' policies on written communication.
 - a. Read the email,
 - b. read ACME Industries' policies; and then
 - c. answer the questions below.

Subject:

Message:

OMG are u for real?? 🤔🤔 There is no way we can do ur order that quick

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btw when we do orders for alex johnson at xeon they are way more organised and put them in AT LEAST 2 WEEKS in AVANCE!!!

anyways u will just have to wait cos we r super busy rn

jemma

ACME INDUSTRIES

Policy: Professional Email Communication

Purpose

The purpose of this policy is to establish guidelines for professional email communication within ACME Industries. This aims to ensure that all communications uphold the values and standards of the organisation while facilitating effective and respectful interaction.

Scope

This policy applies to all employees, contractors, and volunteers who use the organisation's email system for professional purposes.

Guidelines

Subject Line: Include a clear and relevant subject line that briefly summarises the email's content.

Tone and Language: Use a professional and courteous tone at all times. Avoid slang, abbreviations and excessive use of capital letters.

Spelling and Grammar: Use correct spelling, grammar and punctuation.

Signature: Include a standardised email signature with your full name, job title, and contact details.

Confidentiality: Never disclose confidential information unless you are certain that the recipient is authorised to receive it.

Attachments: Clearly label any attachments and ensure they are relevant to the email content. Always scan for malware before sending.

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Response Time: Aim to respond to internal emails within 24-48 hours. If a detailed response will take longer, send an acknowledgment email.

Refrain from 'Reply All': Unless necessary, avoid using 'Reply All'. Consider if everyone on the email thread needs to read your response.

Archiving and Deletion: Emails that are no longer needed must be deleted. However, emails that serve as an organisational record should be archived.

Offensive Content: Any content that is discriminatory, harassing, or otherwise offensive is strictly prohibited.

Identify at least 4 areas where Jemma's email is in breach of ACME Industries' policies, and briefly explain what the author should have done instead.

Example Answer and guide:

- Jemma's email uses a very informal tone, slang, and abbreviations ("OMG," "ur," "u," "rn," "cos," "btw"), which is in violation of the company's policy to maintain a professional and courteous tone. Jemma should have used professional language and tone. For instance, instead of "OMG are u for real??" a more appropriate statement would be, "I understand you'd like a quick turnaround; however, this might be challenging due to our current workload."
- The email is rife with spelling and grammatical errors conflicting with company policy on using correct spelling, grammar, and punctuation. Jemma should have proofread the email to correct the spelling and grammar.
- There is no subject line. Jemma should include a subject line that clearly represents the email's purpose, e.g., "Turnaround Time for Your Order."
- The email lacks a signature containing Jemma's full name, job title, and contact details, as required by the company's policy.