

DESCRIPTION OF MODULE

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Communication Skills

Aim	The aim of the training is to improve the understanding of the primary level manager in the timber industry about the nature, types, functions of communication, the peculiarities of information perception, provision and understanding. To obtain a theoretical and practical basis regarding the diversity and models of communication, improving the necessary communication skills in the company and between its employees.
Tasks (Learning outcomes)	<p>According to competence and responsibilities at the place of work:</p> <p>Choose the most appropriate communication channel and methods, taking into account the organisational culture of the person and the company.</p> <p>Manage communication and contacting processes in a manufacturing company.</p> <p>Manage a customer-orientated contacting process in a manufacturing company.</p> <p>Choose the most appropriate digital communication tools and methods, taking into account the organisational culture of the company.</p> <p>Knows: Theory of the concepts of communication and communication, the broad dimension of communication and contacting in everyday life.</p> <p>Able to: Recognise various communication and contacting situations in everyday life.</p> <p>Understands: With the offered methods, through the solved situations, to individually search for and find solutions to everyday situations in the work environment.</p> <p>Knows: Theoretical basis of their individual role in the organisation in internal communication, change management and</p>

	<p>external communication, as well as theoretical actions in risk and crisis situations and pre-crisis and post-crisis periods.</p> <p>Able to: Recognise, evaluate the situations covered by the topic in their professional activities and evaluate their role in them in order to apply appropriate actions, as well as recognise and evaluate risk and crisis situations and their behaviour in such.</p> <p>Understands: Provide/use additional competencies/methods for one's own organisation/team to improve internal communication, can more competently engage in external, internal communication risk and crisis situations and improve one's own daily performance as a team/unit leader with practical methods.</p> <p>Knows: Theoretically, the concept and significance of customer-orientated communication in the organisation and the standard of customer service in the organisation, as well as the theoretical basis for effective communication skills and methods.</p> <p>Able to: Distinguish and separate external and internal customer service on a daily basis, while being aware that it is interconnected in the organisation, and communication competencies in different customer service situations, and assess in which situations which communication models should be used for more effective communication and goal achievement.</p> <p>Understands: How to differentiate the needs of the internal and external customer in the operations and is able to satisfy them in everyday situations with appropriate communication competence and, if necessary, to develop and implement a customer service standard in one's own organisation as well as prepare effective self-presentation and presentation using both modern technical tools and communication skills.</p> <p>Knows: Theoretical background for personal brand management; different levels of brand interaction. The concept and dimension of digital communication and digital communication channels and tools.</p> <p>Able to Assess the importance of digital communication in achieving organisational and individual goals and use tools, as well as recognise team members in different brand roles and assess their own and their team's responsibility for achieving organisational goals and reputation.</p> <p>Understands</p>
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	<p>How to provide competence to the organisation, team in achieving common goals and reputation management, to use the personal brand dimension in recruiting staff and to improve their personal brand in social networks, as well as implement digital communication activities within their competence or personal brand.</p>
<p>Assessment form</p>	<ol style="list-style-type: none"> 1. During the acquisition of the module, the learner researches the importance and functions of the communication process in the manufacturing company, identifying the main influencing factors. At the end of the module, the learner presents the developed work. 2. During the acquisition of the module, the learner performs a case study in a manufacturing company regarding the communication and contacting processes, describing all communication processes and identifying problems and their causes. Based on the performed analysis, proposals for process improvement are developed. At the end of the module, the learner presents the analysis of communication processes in the selected manufacturing company. 3. During the acquisition of the module, the learner organises a communication plan meeting in the selected structural unit of the manufacturing company. According to the respective assignment, the learner analyses the necessity for and logic of changes in communication. At the end of the module, the learner presents the results (conclusions) on the communication channels of the company and the need for changes in the selected manufacturing company, providing proposals for improvement of the overall communication process.

CONTENT OF MODULE

Learning outcomes	Topics	Content	Units	Assessment of acquired learning outcomes (optimal level)	Methods and ideas for learning process
<p>Knows: Theory of the concepts of communication and communication, the broad dimension of communication and contacting in everyday life.</p> <p>Able to: Recognise various communication and contacting situations in everyday life.</p> <p>Understands: With the offered methods, through the solved situations, to individually search for and find solutions to everyday situations in the work environment.</p>	<p>Communication and contacts</p> <p>Role of communication</p> <p>Types and barriers of communication</p> <p>Trends of communication</p>	<p>Communication and contacts, explanation of concepts in theory; discussion.</p> <p>The role of communication in a modern organisation, role of internal and external client, organisation in communication.</p> <p>Verbal, non-verbal communication, communication barriers and obstacles, decision-making barriers.</p> <p>Communication competence, discussion management</p>		<p>Describes the importance of communication in the company, how it is in theory and practice.</p> <p>Describes the communication process in a manufacturing company.</p> <p>Evaluates the types of communication in a manufacturing company and the influencing factors.</p>	<p><i>Learners research the theoretical material on the development and role of communication in the company.</i></p> <p><i>Discussion:</i> Learners discuss and analyse the types and methods of communication in the manufacturing company.</p> <p><i>Simulation:</i> Learners discuss and analyse the communication process and the significant (+/-) influencing factors.</p>

	Effective communication and communication ethics	<p>Communication trends, information flows in the organisation, rumours, meetings, feedback and emotional intelligence.</p> <p>Purposes and directions of communication, requirements related to the timeliness and quality of information. Obstacles to effective communication and methods of expressing criticism.</p>		<p>Through situation play and work group tasks, is able to recognise, evaluate, analyse and solve cases in professional daily life, both as managers and subordinates.</p>	<p><i>Discussion:</i> Able to assess communication and contacting risks through situations.</p>
<p>Knows: Theoretical basis of their individual role in the organisation in internal communication, change management and external communication, as well as theoretical actions in risk and crisis situations and pre-crisis and post-crisis periods.</p> <p>Able to: Recognise, evaluate the situations covered by the topic in their professional activities</p>	External and internal communication in the organisation.	<p>Multifaceted role of internal communication.</p> <p>Information flows in the organisation and team, the role of organisational culture in internal communication. Strategic internal communication.</p>		<p>Names the communication model in the company, formal, informal, horizontal, vertical information flows.</p>	<p><i>In the discussion,</i> is able to analyse and name the internal communication model in the production company.</p> <p><i>Discussion:</i> Whether team values have been defined, team values have been identified, or team values/internal culture are talked about and discussed at all, thus both strengthening the theoretical basis and illustrating its practical applicability.</p> <p><i>A test</i> on the topic 'organisational culture' as an example that can be used in one's own work.</p> <p><i>Task:</i> Regarding the crisis</p>

<p>and evaluate their role in them in order to apply appropriate actions, as well as recognise and evaluate risk and crisis situations and their behaviour in such.</p> <p>Understands: Provide/use additional competencies/methods for one's own organisation/team to improve internal communication, can more competently engage in external, internal communication risk and crisis situations and improve one's own daily performance as a team/unit leader with practical methods.</p>	<p>Communication of changes.</p>	<p>Internal communication crises in communication, practical, useful and inspiring internal communication tools. The role and importance of the manager and the role of internal communication in times of change.</p> <p>Team involvement in change management and communication prerequisites.</p> <p>Public relations and media relations in them, media relations tools and practical advice in building and maintaining media relations.</p>		<p>Recognises risks and potentially used methods (tools) for crisis communication management in a manufacturing company.</p> <p>Names the types of communication barriers, preconditions of emotional intelligence and factors forming a positive dialogue.</p> <p>Names the importance of public relations and media and tools for the manufacturing company.</p> <p>Describes the</p>	<p>communication, learners demonstrate their ability to recognise risks and crises; respond within their company/competence.</p> <p><i>Task:</i> Testing the learners' understanding of the knowledge provided in the previous lessons in communication about communication barriers, emotional intelligence, dialogue formation skills, etc.</p> <p><i>Task:</i> Regarding a call from a journalist, the learner must be able to recognise his/her role in the situation and deal with it in accordance with his/her competence and communication skills acquired in previous lessons and on the specific topic.</p> <p><i>Discussion and situation play:</i> Learners are able to distinguish risks from crisis, and assess their role in each situation and their competencies in the role of manager or subordinate.</p>
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	<p>Risk and crisis communication.</p>	<p>Use of risk and crisis.</p> <p>Crises and risks in internal and external communication.</p> <p>Action before, during and after the crisis.</p>		<p>applicability of risk and crisis terminology.</p> <p>Describes the impact of crisis and risks on internal and external communication in the manufacturing company.</p> <p>Describes crisis periods in the company.</p>	
<p>Knows: Theoretically, the concept and significance of customer-orientated communication in the organisation and the standard of customer service in the organisation, as well as the theoretical basis for effective communication skills and methods.</p> <p>Able to: Distinguish and separate external and internal customer service on a daily basis,</p>	<p>Customer-orientated communication.</p>	<p>The role of the external and internal client in effective organisational communication.</p> <p>Importance of customer-orientated communication in the organisation.</p> <p>Customer service standard: content, development, implementation and maintenance in the organisation.</p> <p>Ensuring unified communication with the</p>		<p>Describes the role of the customer in the manufacturing company.</p> <p>Recognises the existence of the internal and external customer and their needs.</p> <p>Names the service functions in the manufacturing company.</p> <p>Names the most</p>	<p><i>Discussion:</i> During it, learners improve their understanding of who is a customer in the company.</p> <p><i>Task:</i> Learners demonstrate the ability to identify the customer and needs in their company.</p> <p><i>Simulation:</i> In the simulated customer service role play, communication barriers and mistakes are recognised/assessed, thus also strengthening the knowledge acquired in previous lessons.</p> <p><i>Discussion:</i> Learners discuss the image of the employee with</p>

<p>while being aware that it is interconnected in the organisation, and communication competencies in different customer service situations, and assess in which situations which communication models should be used for more effective communication and goal achievement.</p> <p>Understands: How to differentiate the needs of the internal and external customer in the operations and is able to satisfy them in everyday situations with appropriate communication competence and, if necessary, to develop and implement a customer service standard in one's own organisation as well as prepare effective self-presentation and presentation using both</p>	<p>Modern presentation skills and tools.</p>	<p>client and paradigms in relations with clients, colleagues.</p> <p>Employee's personal brand and its role in customer-orientated communication.</p> <p>Direct work with the client: effective use of face-to-face, telephone (verbal) and written or electronic communication channels.</p> <p>Ensuring positive and effective communication and opportunities for successful conflict resolution.</p> <p>Determining the customer's needs, providing feedback to the customer.</p> <p>Effective self-presentation, taking into account the importance of the art of speech, creating and maintaining a first</p>	<p>important factors in customer-orientated communication in a manufacturing company.</p> <p>Describes the role of the employee's personal image in the manufacturing company.</p> <p>Describes the role of effective use of the communication channel in the manufacturing company.</p> <p>Names the principles of communication with customers.</p> <p>Evaluates the process of identifying customer needs and ensuring feedback in the manufacturing company.</p>	<p>each other as well as the most effective communication channel based on the specific situation in the company.</p> <p><i>Discussion:</i> Learners define the provision of effective communication processes in the company and where, how and when the customers of the company should be assessed.</p> <p><i>Situation research and task:</i> Prepares presentation material and demonstrates communication skills in a specific situation.</p>
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<p>modern technical tools and communication skills.</p>		<p>impression.</p> <p>Presentation of the product/service and modern tools and ways to prepare presentations.</p>		<p>Names modern presentation tools and applicable instruments.</p> <p>Describes the importance of effective presentation in a manufacturing company.</p>	
<p>Knows: Theoretical background for personal brand management; different levels of brand interaction. The concept and dimension of digital communication and digital communication channels and tools.</p> <p>Able to Assess the importance of digital communication in achieving organisational and individual goals and use tools, as well as</p>	<p>Personal brand</p>	<p>Personal brand, manager's personal brand and employee's personal brand.</p> <p>Brand interaction.</p> <p>Creating/maintaining personal brand (visual identity, story, message, channels, tools, etiquette, non-etiquette).</p> <p>Behaviour on social media, tools and examples of good</p>		<p>Describes the role of each individual through the prism of personal brand and reputation.</p> <p>Describes the brand interaction and importance in a manufacturing company.</p> <p>Describes the process of creating and maintaining a personal brand within the company.</p>	<p><i>Discussion:</i> Learners discuss among themselves, the development of the brand and their personal brand management, and their benefits.</p> <p><i>Task:</i> Demonstrate professional communication and etiquette skills in both face-to-face and remote everyday communication.</p> <p><i>Task:</i> Learners describe the rules of unwritten behaviour in face-to-face and remote situations, including the rules of</p>

<p>recognise team members in different brand roles and assess their own and their team's responsibility for achieving organisational goals and reputation.</p> <p>Understands To provide competence to the organisation, team in achieving common goals and reputation management, to use the personal brand dimension in recruiting staff and to improve their personal brand in social networks as well as implement digital communication activities within their competence or personal brand.</p>	<p>Digital communication</p>	<p>practice.</p> <p>Topicality and necessity for digital communication.</p> <p>Digital communication channels for organisations and individuals.</p> <p>Digital communication tools.</p>		<p>Describes the role of social media in the company as well as names tools and methods for behaviour in the social media environment.</p> <p>Describes the role of digital communication in a manufacturing company.</p> <p>Names modern digital communication channels. Names digital communication tools in a manufacturing company.</p>	<p>conduct for social media activities.</p> <p><i>Role play:</i> Strengthen learners' knowledge of digital communication skills and the importance of digital communication in achieving the goals of organisations today through the analysis of examples. <i>Task:</i> On digital communication methods and tools for reaching the target group in a manufacturing company.</p>
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