
Communication Skills and Competencies

The framework below splits out skills (what you know) and competencies (how you get the job done), to provide a uniquely rounded view of what it takes to be an exceptional communicator today.

Skills

A skill is a specific, learned action. It's what you learn and when you learn it, and should be the absolute baseline required to do a job. Measurement is an example of critical communication skill. You must be able to layout and gather key communication metrics.

Skills

Audience Understanding

Understands audience views/interests and uses that information to create in-depth segmentation approaches that enhance communication results.

Business Acumen

Understands the business drivers and how communication can impact them to achieve business outcomes.

Change Facilitation

Possesses a working knowledge of change management concepts and integrates that information into effective communication initiatives.

Competencies

A competency is an ability or a behaviour. It's who you are and how you get the job done, no matter what the task. While a skill gets the job done, a competency sets you apart. Using your measurement data to increase credibility, prove value, and support decision-making takes competencies that are very different.

Competencies

A clear and adaptable communicator who communicates clearly through their writing and speaking and can adjust to others' communication styles.

A flexible collaborator who works with others in an agile way to produce the best outcomes.

An influential negotiator who is able to settle differences in a persuasive and powerful way.

Communication Skills and Competencies

Skills

Competencies

Channel Management

Manages and implements channels strategically to meet communication objectives.

A resilient problem-solver who has the capacity to recover quickly from problems and demonstrates a solution-minded approach.

Interaction

Speaks and presents information effectively to enable optimal understanding and achieve desired outcomes.

A team-playing relationship builder who is an active and reliable participant, demonstrates honesty, and builds trust.

Content Creation

Creates clear, consistent, and innovative content that engages, inspires, and motivates audiences.

A self-motivated organiser who autonomously juggles projects in a fast-paced environment.

Measurement

Uses proven measurement methods to effectively evaluate communication initiatives and improve performance.

A proactive strategic and critical thinker who can anticipate needs and think rationally and objectively about the future.

Planning

Plans and executes communication initiatives, on time, within budget, and in service to organisational objectives.

A curious coach who has the ability to uncover communication challenges and use listening and questioning to get to the heart of the matter.
