

Importance to Job		Informative	Level of Competence	
<< Essential	<<<< Important >>>>		<< Very Low	<<<< Moderate >>>> Very High >>
	<p>Self</p> <p>Manager</p> <p>Colleague</p> <p>Team</p>	<p>1. Sifts the vast array of business information, quickly identifying the key messages for all stakeholders</p>		<p>Self</p> <p>Manager</p> <p>Colleague</p> <p>Team</p>
	<p>Self</p> <p>Manager</p> <p>Colleague</p> <p>Team</p>	<p>2. Ensures that communication is three way – up, down and across</p>		<p>Self</p> <p>Manager</p> <p>Colleague</p> <p>Team</p>
	<p>Self</p> <p>Manager</p> <p>Colleague</p> <p>Team</p>	<p>3. All written communication is clear, understandable and business relevant</p>		<p>Self</p> <p>Manager</p> <p>Colleague</p> <p>Team</p>
	<p>Self</p> <p>Manager</p> <p>Colleague</p> <p>Team</p>	<p>4. All verbal communication is clear, understandable and business relevant</p>		<p>Self</p> <p>Manager</p> <p>Colleague</p> <p>Team</p>