ARIZONA PROFESSIONAL SKILLS

STANDARD 1: COMPLEX COMMUNICATION

The Workplace Professional Skills should be used in tandem with the technical standards. The Core Actions are descriptions of the Measurement Criteria. High School students should strive to meet the Level One-Novice descriptions. Level Two through Level Four offer teachers and students the accomplishments to be obtained beyond the Novice level. The aim of this standard is to enable students to employ complex communication skills in a manner that adds to productivity. The standard also combines traditional communication skills with new technologies to increasingly diverse audiences.

Measurement Criteria	Core Actions	Level One Novice	Level Two Approaching Proficiency	Level Three Proficient	Level Four Expert/Leader
1.0 Masters core communication skills for the workplace	1.1 Delivers content accurately	Conveys understanding of instructions in work to be performed, verbally and in writing	Provides a message that is clear and concise, verbally and in writing	Meets industry/organizational standards for technical communication, verbally and in writing, e.g., aligns communication to reflect organizational goals, describes technical content with precision, selects document and style as appropriate to situation, provides reports that are accurate in content and format	Articulates concepts that are not easily understood, e.g., writes an article about advanced technical concepts, explains technical information to nontechnical staff
	1.2 Persuades others	Tests ideas with others, e.g., suggests a change in work plan, offers possible solution to a problem	Presents ideas with confidence through voice inflection, pace, body language, gestures and tone	Influences others to adopt point of view, change direction, and/or take action to achieve workplace goals, e.g., makes a sale, persuades supervisor to consider alternative action	Adapts communication to integrate multiple viewpoints, styles, and approaches to content
	1.3 Uses communication style appropriate to audience and situation	Familiarizes oneself with workplace communication protocols, e.g., formats communications, learns the jargon of the job, trains in customer service,	Practices different styles of communication used by the industry/organization under supervision, e.g., determines when or when not to use workplace jargon, sets	Communicates in a style that fits the audience and situation, e.g., manages difficult customer conversations in person/by phone rather than by email, prepares a PowerPoint presentation for	Recommends adjustments to communication protocols as a result of audience feedback, e.g., responds to consistent survey results, addresses problems with

		acclimates to various audiences (customers/clients)	up a web page, writes letters to customers, rehearses for difficult phone conversations	investors, uses online survey tool for one age group and focus groups for another	technology relative to a certain age group
	1.4 Listens actively	Expresses interest, e.g., gives verbal and non-verbal cues such as eye contact, posture; asks questions; refrains from arguing or interrupting, puts down cell phone, relates ideas to personal experience	Demonstrates understanding of the speaker's intent, e.g., restates key ideas, interprets instructions of supervisor correctly, clarifies customer complaints	Responds after considering the perspective of another	Practices active listening consistently
	1.5 Resolves conflicts	Identifies areas of agreement and disagreement	Generates options for resolving conflict that focus on the issues rather than the personalities	Negotiates compromise or agreement	Identifies ways to prevent similar conflicts
2.0 Communicates effectively in a diverse work environment	2.1 Communicates with diversity in mind	Recognizes differences in communication style based on culture, generation, physical ability, and life/work experience	Eliminates barriers to communication resulting from personal perspectives, assumptions, and preferences	Communicates with sensitivity to people of different cultures, generations, physical ability, and life/work experience, e.g., uses metaphors with sensitivity, uses culturally neutral language, avoids generational jargon	Assists others in adhering to workplace policies regarding diversity
3.0 Uses technologies and social media for workplace communication	3.1 Exercises competence in using technology	Uses prescribed communication tools	Selects a variety of tools to communicate and document in the workplace, e.g., chooses between voicemail, email, and texting; decides on a conference call over video conferencing; gets message out over Facebook, web, and video uploads, uses drop box on a project instead of the internal file system to allow consultants access	Integrates new technologies with existing technologies to improve internal and external communication, e.g., engineer works with colleagues in online workspaces; reporter uses new iPhone to instantly upload photos and stories to a news site; retailer sets up a Facebook page for more direct customer contact	Introduces new technologies for communication, e.g., uses technology to manage remote work teams, provides online training
	3.2 Upholds the brand	Follows policies regarding	Maintains organizational brand	Projects an online professional persona	Recommends strategies to develop

		organizational brand and style	and style in all varieties of online communication, e.g., social media, email, website	that promotes organizational objectives	organization's online presence
	3.3 Follows applicable laws and regulations	Apprises oneself of laws and regulations regarding use of technology for communication	Seeks guidance from supervisor when unclear about laws and regulations regarding use of technology for communication	Complies with laws and regulations regarding use of technology for communication	Trains others about laws and regulations regarding use of technology for communication
	3.4 Matches technology to content	Familiarizes oneself with the capabilities of technologies available in the workplace, e.g., maintains up to date awareness of social media trends	Tests delivery of content with various technologies, under supervision, e.g., creates project webpages	Selects technologies to match the content and purpose of the communication, e.g., distributes coupons on the website, contacts customers via Facebook, obtains feedback through Survey Monkey	Recommends new technologies to communicate organizational content and purpose, e.g., suggests new technologies for purchase
Foundational communication skills		**Writes in languages required by employer:**	**Demonstrates reading comprehension:**	**Speaks in languages required by employer:**	**Presents with confidence:**
		• Uses correct grammar • Checks spelling • Uses standard punctuation, style for industry	• Expresses purpose • Summarizes content • Uses reference materials • Discerns fact from opinion • Identifies information to complete work tasks • Recaps instructions, e.g., step by step, maps, forms, schedules, etc. • Compares references	• Uses proper forms of address with supervisor, customers, etc. • Uses correct grammar and pronunciation • Shows familiarity with technical nomenclature • Monitors volume, clarity, and pace of speech	• Organizes content with attention to purpose, logic, length, accuracy, fact and opinion, etc. • Prepares approach to target audience • Practices delivery (tone, pace, volume, enunciation, style) • Observes verbal/nonverbal cues of audience • Responds positively to questions and feedback
		Practices interpersonal skills:		**Uses workplace technologies:**	

		• Practices sensitivity regarding nonverbal cues, e.g., eye contact, gestures, and personal space • Gauges listener's understanding by observing verbal/nonverbal cues • Responds to feedback, questions, critique, and praise in a positive manner • Balances assertiveness with active listening skills. • Maintains a demeanor of courtesy, tact, friendliness, and respect • Respects the rights and property of others in the workplace.	• Familiarizes oneself with communication tools, e.g., web-based, email, social media. • Creates online profile in accordance with company protocol, e.g., bio, blog. • Shows understanding of organizational data safety protocols. • Uses social media in accordance with organizational guidelines, e.g., doesn't talk about the company or use company logo on personal Facebook page.