Title	**Demonstrate and apply knowledge of stakeholder engagement in an electrotechnology or telecommunications environment**		
Level	3	Credits	5

Purpose	People credited with this unit standard are, within an electrotechnology or telecommunications environment, able to: – identify stakeholders and their expectations; – demonstrate knowledge of stakeholder engagement; – demonstrate knowledge of communication and service techniques to deescalate tensions during stakeholder engagement; – demonstrate knowledge of an escalation process; and – demonstrate effective communications with stakeholders.

Classification	Electrical Engineering > Electrotechnology

Available grade	Achieved

Guidance Information

1   This unit standard has been designed for learning and assessment off-job.

2   References
      Electricity Act 1992;
      Employment Relations Act 2000;
      Human Rights Act 1993;
      New Zealand Bill of Rights Act 1990;
      Privacy Act 2020;
      Telecommunications Carriers' Forum, *Community Engagement Guidelines;*
      Telecommunications Carriers' Forum, *Customer Complaints Code*;
      and all subsequent amendments and replacements.

3   Definitions
      Active listening – the skills of listening such as questioning, reading and responding to body language, use of silence, paraphrasing, reflecting feelings, summarising.
      Ethical behaviour – rules or standards governing the conduct of employees within an organisation, which when followed promote values such as trust, good behaviour, fairness and kindness.
      Industry practice – those practices that competent practitioners within the industry recognise as current industry best practice.
      Service techniques – methods used to promote effective communication between stakeholders and organisations.

4 Range
    a Relationships – with juniors, peers, supervisors, managers, customers/clients.
    b Stakeholders – may be internal or external to the organisation and may include but are not limited to vendors/suppliers, business partners, general public, government, service providers, internal and external customers, team members, network owners.
    c Outcome 5 may be assessed either by means of workplace observation, evidence collection, or simulation.
    d Candidates must refer to current legislation and Standards during assessment.
    e All activities and evidence presented for all outcomes and performance criteria in this unit standard must be in accordance with:
        i   legislation;
        ii policies and procedures;
        iii ethical codes;
        iv Standards – may include but are not limited to those listed in Schedule 2 of the Electricity (Safety) Regulations 2010;
        v applicable site, enterprise, and industry practice;
        vi where appropriate, manufacturers' instructions, specifications, and data sheets.

Outcomes and performance criteria

Outcome 1

Identify stakeholders and their expectations within an electrotechnology or telecommunications environment.

Performance criteria

1.1   Identify three stakeholders for a given electrotechnology or telecommunication situation.

1.2   Explain organisational responsibilities in relation to the identified stakeholders' expectations.

Outcome 2

Demonstrate knowledge of stakeholder engagement within an electrotechnology or telecommunications environment.

Performance criteria

2.1 Explain principles to ensure effective engagement with stakeholders.

Range engagement may include but is not limited to – request for information, requests for action, technical fault repairs, complaints; principles may include but are not limited to – active listening, taking notes, paraphrasing information, seeking additional information, feedback, plan(s) of action, follow-up, progress reports; may include reference to Telecommunications Carriers' Forum – Community Engagement Guidelines; evidence of principles related to three types of engagement is required.

2.2 Explain factors that enhance effective communication in stakeholder engagement.

Range factors may include but are not limited to – clear, relevant, appropriate to the situation, stakeholder relationship; evidence of factors related to four communication methods is required – face-to-face, phone, email, formal written.

2.3 Explain reasons for accurate collection of information and maintenance of communication records in terms of organisational uses.

Range uses may include but are not limited to – escalations, information transfer, history, costing/invoicing/budgets, planning, logistics, performance improvement.

2.4 Explain ethical and non-ethical behaviour when dealing with stakeholders and the potential benefit or harm of the behaviour to the organisation.

Range evidence of three examples is required.

2.5 Explain the need for stakeholder's information to be managed in accordance with the Privacy Act 2020 and any requirements specified in a non-disclosure agreement with the stakeholder.

2.6 Identify consequences of failing to engage with stakeholders.

Range may include but is not limited to − budgets, stakeholder satisfaction, organisation reputation, loyalty, organisation goals.

2.7 Explain how communications change for different types of engagement.

Range one to one, one to many, many to one, many to many.

Outcome 3

Demonstrate knowledge of communication and service techniques to deescalate tensions during stakeholder engagement within an electrotechnology or telecommunications environment.

Performance criteria

3.1 Identify causes of tension in communications for a given electrotechnology or telecommunication situation.

Range may include but is not limited to – poor service experience, unrealistic expectations, previous miscommunications, effect of systems failures, unrelated pressures on stakeholders.

3.2 Identify behaviours and indicators that a stakeholder may be under stress for a given electrotechnology or telecommunication situation.

Range may include but is not limited to – body language, altered volume, altered tone, change of language, short answers, behavioural style, abusive language.

3.3 Identify techniques to deescalate tensions and their suitability for different types of communication.

Range techniques may include but not limited to – proactive communications, choice of language, active listening, open questions, conflict management tools, humour, non-verbal communicators;
communication types – email, text, phone call, face-to-face.

Outcome 4

Demonstrate knowledge of an escalation process within an electrotechnology or telecommunications environment.

Performance criteria

4.1 Identify reasons to escalate an engagement with a stakeholder, and pass the matter to a more appropriate person, for a given electrotechnology or telecommunication situation.

4.2 Explain appropriate techniques to manage the handover of a stakeholder engagement to a more appropriate person for a given electrotechnology or telecommunication situation.

Range may include reference to Telecommunications Carriers Forum – Customer Complaints Code.

Outcome 5

Demonstrate effective communications with stakeholders in an electrotechnology or telecommunications environment.

Performance criteria

5.1   Produce effective written stakeholder communication.

Range   may include but is not limited to − spelling, punctuation, grammar, accurate, clear, concise, without jargon;
written communication includes but is not limited to email, text, form completion, formal written response; evidence of two is required.

5.2   Respond effectively to verbal communications with stakeholders.

Range   may include but is not limited to − personal presentation, smile, greeting, tone, language, clear, electrotechnology and telecommunications language simplified to plain English;
evidence of one face-to-face and one telephone communication is required.

Replacement information	This unit standard replaced unit standard 4968.

Planned review date	31 December 2027

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	18 July 2013	31 December 2022
Review	2	14 December 2017	31 December 2024
Review	3	2 March 2023	N/A

Consent and Moderation Requirements (CMR) reference	0003

This CMR can be accessed at http://www.nzqa.govt.nz/framework/search/index.do.

Comments on this unit standard

Please contact Waihanga Ara Rau Construction and Infrastructure Workforce Development Council at qualifications@waihangaararau.nz if you wish to suggest changes to the content of this unit standard.