

CFAM7.4.1

Develop productive working relationships with colleagues



Overview

This unit is about developing working relationships with colleagues, within your own organisation and within other organisations that are productive in terms of supporting and delivering your work and that of the overall organisation.

This unit is recommended for team leaders and first line marketing managers. Such marketers might be employed within 'client-side' organisations, or within agencies/consultancies offering marketing services to clients.

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Performance criteria

- You must be able to:*
- P1 establish working relationships with all colleagues who are relevant to the work being carried out
 - P2 recognise, agree and respect the roles and responsibilities of colleagues
 - P3 understand and take account of the priorities, expectations, and authority of colleagues in decisions and actions
 - P4 fulfil agreements made with colleagues and let them know
 - P5 advise colleagues promptly of any difficulties, or where it will be impossible to fulfil agreements
 - P6 identify and sort out conflicts of interest and disagreements with colleagues in ways that minimise damage to the work being carried out
 - P7 exchange information and resources with colleagues to make sure that all parties can work effectively
 - P8 provide feedback to colleagues on their performance and seek feedback from colleagues on your own performance in order to identify areas for improvement

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the benefits of developing productive working relationships with colleagues
- K2 principles of effective communication and how to apply them in order to communicate effectively with colleagues
- K3 how to identify disagreements with colleagues and the techniques for sorting them out
- K4 how to identify conflicts of interest with colleagues and the measures that can be used to manage or remove them
- K5 how to take account of diversity issues when developing working relationships with colleagues
- K6 the importance of exchanging information and resources with colleagues
- K7 how to obtain and make use of feedback on your performance from colleagues
- K8 how to provide colleagues with useful feedback on their performance

Industry/sector specific knowledge and understanding

- K9 regulations and codes of practice that apply in the industry or sector
- K10 standards of behaviour and performance in the industry or sector
- K11 working culture of the industry or sector

Context specific knowledge and understanding

- K12 current and future work being carried out
- K13 colleagues who are relevant to the work being carried out, their work roles and responsibilities
- K14 processes within the organisation for making decisions
- K15 line management responsibilities and relationships within the organisation
- K16 the organisation's values and culture
- K17 power, influence and politics within the organisation
- K18 standards of behaviour and performance expected in the organisation
- K19 information and resources that different colleagues might need
- K20 agreements with colleagues

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Additional Information

Behaviours

1. you present information clearly, concisely, accurately and in ways that promote
2. you seek to understand people's needs and motivations
3. you make time available to support others
4. you agree clearly what is expected of others and hold them to account
5. you work to develop an atmosphere of professionalism and mutual support
6. you model behaviour that shows respect, helpfulness and co-operation
7. you keep promises and honour commitments
8. you consider the impact of your own actions on others
9. you say no to unreasonable requests
10. you show respect for the view and actions of others

Glossary

Colleagues

are any people which you are expected to work with, whether they are at a similar position or in other positions

Organisation

can mean a self-contained entity such as a private sector company, a charity or a local authority, or a significant operating unit, with a relative degree of autonomy, within a larger organisation

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