
Overview

What is this standard about?

This standard is about the skills and knowledge needed to minimise the risk of aggression through your own actions when communicating with customers/clients and colleagues.

Who is the standard for?

This standard is for all who work with colleagues or with customers as you will need to make sure your own actions minimise the risk of aggression

**Performance
criteria**

- You must be able to:*
- P1 identify the communication methods used by your organisation
 - P2 identify the possible risks of aggressive communication
 - P3 work within the procedures for dealing with aggressive communication set down by your organisation and within the social media site
 - P4 minimise the risks of aggressive communication when communicating remotely, on line and face to face
 - P5 record incidents of aggressive communication effectively and in a confidential and secure manner
 - P6 use advice and support to help you to manage incidents of aggressive communication
 - P7 recognise common triggers and anticipate difficult behaviour
 - P8 maintain your professionalism when dealing with aggressive incidents
 - P9 cooperate in debriefing and/or learning procedures following incidents
 - P10 manage aggressive communication in an appropriately challenging, non-aggressive way

Knowledge and understanding

You need to know and understand:

- K1 the definition of aggressive communication
- K2 the possible risks of aggressive communication
- K3 the procedures for dealing with aggressive communicating set down by your organisation
- K4 how to minimise the risks of aggressive communication when communicating
- K5 how to record incidents of aggressive communication effectively and in a confidential and secure manner
- K6 why it is important to record incidents
- K7 the advice and support available to you
- K8 how to communicate effectively using different style and methods of communication
- K9 how to recognise common triggers and anticipate difficult behaviour
- K10 how to maintain your professionalism when dealing with aggressive communication
- K11 how to access training to develop your practice
- K12 how to de-escalate angry calls and discussions
- K13 when to terminate aggressive interactions effectively
- K14 why it is important to take part in post-incident procedures and learn from them
- K15 your legal rights in relation to aggressive communication
- K16 how to use assertiveness and conflict management techniques to manage difficult and aggressive communication

Glossary

Aggressive communication

Is a style of communication in which individuals express their feelings and opinions and advocate for their needs in a way that violates the rights of others.

Conflict Management

The practice of identifying and handling conflict in a sensible, fair, and efficient manner. Conflict management requires such skills as effective communicating, problem solving, and negotiating with a focus on interests.

Procedures

A series of steps following in a regular definite order that implements a policy.

Risk

A risk is the likelihood of potential harm from that hazard being realised.

The extent of the risk depends on:

- the likelihood of that harm occurring;
- the potential severity of that harm, i.e. of any resultant injury or adverse health effect; and
- the population which might be affected by the hazard, i.e. the number of people who might be exposed.

Definition taken from: HSE "Management of health and safety at work – Approved Code of Practice & Guidance". Reference L21 (ISBN 0-7176-2488-9)

Social media

This includes web- and mobile-based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals.

Social media technologies take on many different forms including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking

Triggers of violence

Factors that might cause violence to occur. They can be categorised in four different types:

- temporary personal factors for example, the service-user being uncomfortable from a lack of food, warmth, light, or presenting challenging behaviour whilst under the influence of drink or drugs, or
- persistent personal factors such as deteriorating mental health, having a difficulty or disability, which prevents normal communication,

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movement or behaviour, or

- temporary environmental factors such as a hot, noisy, crowded room, poor work dynamics in terms of furniture layout, etc., or
- persistent environmental factors such as too much being expected of the service-user, or the quality of the service offered consistently failing to meet the required standards of the user

Work-related violence

The Health and Safety Executive's definition of work-related violence is: 'any incident in which a person is abused, threatened or assaulted in circumstances relating to their work'.

Work-related

That is, arising out of and in the course of the employment of a worker.

CFAPMVW13

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Developed by	Skills CFA
Version number	2.0
Date approved	January 2013
Indicative review date	January 2016
Validity	Current
Status	Original
Originating organisation	Skills CFA
Original URN	CFAPMVW13
Relevant occupations	1135 Personnel, training and industrial relations manager; 3562 Personnel an industrial relations officers; Managers and Senior Officials; Trade Union Representatives and Professionals
Suite	The Prevention and Management of Violence in the Workplace (2013)
Key words	Prevention; Management; Aggressive; Communication; Actions; Risk