

## CFAS5.5

# Develop your personal networks



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### Overview

This unit is about developing your personal networks to support both your current and future work. Your personal networks may include people in your own organisation, people you meet from other organisations and people you are in contact with over the phone or the internet. Developing personal networks is based on the principles of reciprocity (exchanging things with others for mutual benefit) and confidentiality. People only want to network if there are mutual benefits from exchanging information and other resources. There must also be clearly agreed boundaries of confidentiality – certain information and resources may not be exchanged because they are confidential.

This unit is suitable for face-to-face selling, telesales and online selling

This unit is for; Sales Team Leaders

This unit is imported from the Management Standards where it appears as **Unit A3**

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#### Performance criteria

*You must be able to:*

- P1 develop and maintain personal networks of contacts, which are appropriate to meet your current and future needs for information and resources
- P2 ensure that key members of your personal networks have an accurate idea of your knowledge, understanding, skills, abilities and experience and are aware of the benefits of networking with you
- P3 establish boundaries of confidentiality between yourself and members of your personal networks and where appropriate, develop guidelines for exchanging information and resources
- P4 make active use of the information and resources gained through your personal networks
- P5 introduce people and organisations with common interests to each other

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### Knowledge and understanding

*You need to know and understand:*

- K1 the benefits for individuals and organisations of networking
- K2 principles of effective communication and how to apply them in developing personal networks
- K3 the range of different types of questions, and how and when to use them
- K4 the range of different communication styles and how people prefer to communicate
- K5 the range of methods for developing effective relationships with others in the work context and, where necessary, how to end relationships which are no longer of use
- K6 how to make active use of the information and resources gained through personal networks
- K7 the principles of confidentiality, and how to develop guidelines for exchanging information between individuals and organisations

#### **Industry/Sector specific knowledge and understanding**

- K8 industry/sector legislation, requirements, regulations, policies and professional codes that are relevant to networking and confidentiality of information

#### **Context specific knowledge and understanding**

- K9 your own values, motivations and emotions, and the effect of these on your own actions
- K10 your own interests and how these may conflict with the interests of others
- K11 your own objectives in developing your personal networks
- K12 your current and likely future needs for information and resources
- K13 your knowledge, understanding, skills, abilities and experience
- K14 people and organisations that can support your work, and vice versa
- K15 the range of information and resources people may need
- K16 people and organisations in your current personal networks

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#### Additional Information

##### Behaviours

1. you acknowledge when your own interests are in conflict with common goals
2. you state your own position and views clearly and confidently in conflict situations
3. you encourage others to share information and knowledge within the constraints of confidentiality
4. you identify and work with people and organisations that can provide support for your work
5. you work to develop an atmosphere of professionalism and mutual support
6. you clarify your own and other's expectations of relationships
7. you model behaviour that shows respect, helpfulness and co-operation
8. you keep promises and honour commitments
9. you consider the impact of your own actions on others
10. you reflect regularly on your own experiences and use these to inform future actions

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**Developed by** Council for Administration

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**Version number** 1

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**Date approved**

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**Indicative review date**

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**Validity** Current

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**Status** Original

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**Originating organisation** Council for Administration

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**Original URN** NS5.5

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**Relevant occupations**

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**Suite** Sales

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**Key words**

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