
Overview

This standard is about effective communication and working practices with a range of people, including coaching and other support staff, managers, mentors and other athletes, which is essential for achieving excellence in your sport.

This standard is also about being able to conduct yourself in a professional manner at all times, including during various events, such as presentations and interviews where you will be expected to present a positive image of yourself, your organisation and your sport.

This standard is for athletes who have the realistic potential to achieve excellence in their sport and are seeking to perform at the highest level.

Performance criteria

You must be able to:

1. engage with **other people** and a variety of resources to help you achieve excellence in your sport
2. discuss and agree roles and responsibilities for yourself as an athlete and other people you engage with
3. follow organisational procedures to determine how you will resolve any problems that might occur when carrying out your role
4. reflect on your own professional image using feedback from other people to assist you
5. comply with your organisation's code of conduct
6. comply with **event** guidelines where appropriate

Knowledge and understanding

You need to know and understand:

1. the types of information and resources you need to have available to carry out your role
2. your roles and responsibilities as an athlete
3. the importance of good working relationships and effective communication methods
4. the role of agents in sport
5. your organisation's code of conduct and their procedures for dealing with problems and conflict situations
6. how to reflect and respond to other people's feedback constructively
7. the importance of giving constructive feedback to the people you work with and how to do so
8. why it is important to present a positive image of yourself, your organisation and your sport
9. the types of events you will be called upon to attend , including:
 - 9.1 your role(s) and guidelines to follow for each event
 - 9.2 the importance of preparing yourself for events and how to do so
 - 9.3 the types of sensitive issues that you may encounter at events and how to respond
10. the role of public relations and the media in sport and how to maximise opportunities with the use of the media

Scope/range related to performance criteria

Other people

1. coaching staff
2. other staff
3. other athletes
4. officials
5. media personnel
6. general public

Event

1. competition
2. athlete appearance
3. presentations

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Communicate effectively with other people whilst seeking to achieve excellence in your sport



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