

Overview

This standard identifies the requirements when leading effective systems and practice for communication. This includes leading practice that promotes effective communication and adapting your own communication in a range of situations. It also includes leading the implementation and improvement of systems that promote effective communication. The standard also identifies how to manage and disseminate records and reports.

Performance criteria

You must be able to:

1. lead practice that enables individuals and others to communicate their preferences and needs
2. adapt your communication styles and methods to meet the preferences and needs of individuals and others
3. design and arrange environments to supportive effective communication for individuals and others
4. procure and support others to use resources, aids, digital tools and devices to support communication
5. promote a culture that enables individuals and others to discuss different views, opinions, and share concerns
6. evaluate factors which impact on effective communication within the workplace
7. develop and use a range of communication systems
8. empower individuals and others to contribute to evaluations of communication systems
9. evaluate how effective communication systems are, and identify required changes
10. work in collaboration to implement changes based on evaluation information and other evidence
11. complete records and reports required for effective communication and support others to do so
12. provide evidence for your judgements and decisions within records and reports
13. ensure that records and reports are in an accessible format and stored following workplace requirements
14. confirm the accuracy of records and reports
15. acquire any signatures, permissions or arrangements that are required to use, store and share records and reports
16. reflect on how you carried out your role and responsibilities to lead effective communication

Knowledge and understanding

You need to know and understand:

1. how to provide access to information to support the communication of individuals and others
2. the holistic nature of language development and communication needs
3. how differences and experiences can impact the way individuals communicate
4. the influence of neurodivergence and additional needs on the communication and language needs of individuals and others
5. the influence of culture and background on the verbal and non-speaking communication of individuals and others
6. factors that can have a positive or negative effect on communication and language development
7. how communication can impact the identity and self-esteem of individuals
8. how to support others with the action to take if communication conveys stress or distress
9. how to lead on dignity, kindness and compassion in effective communication
10. how to support others with methods and techniques to promote communication skills to enable individuals to express their needs, views and preferences
11. how to procure different types of aids, digital tools and devices to enhance communication
12. how to design environments to maximise effective communication
13. how to lead on the application of trauma informed principles to promote effective communication
14. how to support others to recognise behaviour as a form of communication
15. how to support emotional regulation during communication
16. the role of interaction in developing and supporting language and communication
17. the importance of play or activities in supporting effective communication
18. how to support others with the principles of active listening
19. the types of communication systems used in the workplace
20. how to review information and access support to develop communication systems and practice
21. how to use evidence-based research to monitor, evaluate and improve communication systems and practice
22. different types of information sharing and when to use them

23. how to balance the need for openness with the requirements for confidentiality for record and reports
24. how to ensure valid and reliable data is used in records and reports
25. the difference between fact, opinion, and judgment when recording information
26. why professional communication is important in the workplace, and how to support others with this
27. how to respond to issues and concerns that could impact on the right of individuals to effective communication
28. theories relevant to leading effective communication
29. the relevant legal requirements, standards of practice, frameworks and guidance for leading effective communication
30. the workplace requirements on equality, diversity, inclusion, and rights when leading effective communication
31. how to work in partnership with others to lead effective communication
32. how your personal experiences and unconscious bias may impact when leading effective communication, and how to address this
33. the role of supervision, reflective practice and learning and development in leading effective communication

Glossary

The glossary for this National Occupational Standard is available on the Skills for Care and Development website.

HSCCLD41



Lead effective communication

Developed by Skills for Care & Development

Version Number 1

Date Approved 31 Jan 2026

Indicative Review Date 31 Jan 2031

Validity Current

Status Original

Originating Organisation Skills for Care and Development

Original URN HSCCLD41

Relevant Occupations Social Care and Childrens Care

Suite Health and Social Care & Childcare Learning and Development

Keywords Lead effective communication, Health and Social Care & Children's Care Learning and Development
