

## Motivate colleagues in a food and drink business

**Overview**

This standard is about the skills and knowledge needed for you to motivate colleagues in a food and drink business. Motivating colleagues to carry out objectives is important to the successful application of food and drink business strategy, policy and plans. Communicating with and encouraging colleagues to become an integral part of the food and drink business provides an empowered workforce with low turnover, absenteeism and disciplinary issues. You will need the skills and knowledge to:

- communicate organisational objectives, individual objectives and ensure colleagues understand the importance of their role to the success of the food and drink business.
- provide feedback to colleagues, encourage two way communication, listen and react to ideas and problems.

You will need to know and understand:

- the different methods of communication and how they can be applied to situations across a food and drink business.
- the importance of a strategic communication policy and its effect on the success of the organisation.

This standard is for you if you work in food and drink operations and/or supply operations and are involved in motivating people in a food and drink business.

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### Performance criteria

*You must be able to:* Communicate with and support colleagues

1. encourage a sense of belonging by communicating organisational strategy, policies, objectives and plans
2. set clear objectives and expectations for colleagues in line with food and drink business strategy and business plans
3. confirm individuals understand that their objectives are key to the success of the food and drink business
4. communicate changes to objectives, development plans or other relevant information affecting the food and drink business
- Value the work colleagues carry out
5. provide positive feedback to colleagues at all opportunities to do so
6. adhere to the organisational performance appraisal systems
7. provide learning and development opportunities in accordance with organisational standards
8. use existing and developing skills sets to broaden a job role
9. encourage colleagues to communicate new ideas, problems and challenges
10. listen and react when colleagues express ideas or problems
11. delegate colleagues to solve day to day problems within the limits of their authority

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### Knowledge and understanding

*You need to know and understand:*

1. why motivation is a vital factor in the success of a food and drink business
2. how motivation can be used to support cultural development of the food and drink business
3. the organisational strategy, policies, objectives and plans and why it is important to communicate these to colleagues
4. the organisational methods of communication and how to use them
5. what the organisational methods of appraisal are and how to carry them out
6. how to set clear objectives to colleagues and why it is important to do so
7. how individual objectives are key to the success of the food and drink business success and why it is important to communicate this to colleagues
8. the importance of providing positive feedback to colleagues and how to do this
9. why it is important to provide learning and development opportunities
10. how to provide opportunities for broadening of a job role to

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utilise

developing or existing skills sets

11. why it is important to encourage colleagues to communicate with

you, providing feedback, new ideas or informing of problems and challenges

12. the organisational procedures for reacting to feedback, new ideas,

problems and challenges and why it is important to adhere to them

13. what the organisational procedures for delegating authority to

colleagues are and why it is important to adhere to them

14. why it is important to have a strategic approach to internal and

external communication

15. how to ensure a communication strategy is embedded in all policies, plans, procedures and methods of communication and why it is important to do so

16. the importance of communication in managing people and developing trust, openness and a sense of shared purpose in an organisation

17. the importance of two-way communication and the organisational

procedures available to ensure this is carried out and acted upon where necessary

18. how communication can be used to influence organisational culture and organisational development plans

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19. why it is sometimes appropriate to segment the audience, tailoring

the method of communication to the audience and how to do this

20. the different methods and media available to facilitate communication in a food and drink business, their advantages and disadvantages

21. how innovative technology can be used to aid communication and

its advantages and disadvantages

22. the appropriateness of different methods, frequencies and tone of

communication to different situations and how to apply them

23. why non-verbal communication must be recognised as an informal method of communication and its relative importance in influencing actions, behaviour and culture in a food and drink business

## Motivate colleagues in a food and drink business

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