
Overview

This standard is about developing your professional networks to support both your current and future work.

This standard is relevant to all managers and leaders.

This standard links closely to the standards in key area *DD Build and sustain relationships*.

**Performance
criteria**

You must be able to:

- P1 Establish professional networks of contacts which meet your current and future needs for information and resources.
- P2 Ensure that key members of your professional networks have an accurate idea of your knowledge, skills and competence and are aware of the benefits of networking with you.
- P3 Establish boundaries of confidentiality between yourself and members of your professional networks.
- P4 Agree guidelines for exchanging information and resources, where necessary.
- P5 Develop your professional networks to reflect your changing interests and needs.
- P6 Use technology effectively to develop and maintain your professional networks
- P7 Make active use of the information and resources gained through your professional networks.
- P8 Introduce people and organisations with common interests to each other.

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 The benefits of networking for individuals and organisations.
- K2 Principles and methods of effective communication and how to apply them.
- 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.
- K6 How to end relationships which are no longer useful.
- K7 How to make active use of the information and resources gained through professional networks.
- K8 The principles of confidentiality.
- K9 How to develop guidelines for exchanging information between individuals and organisations.

You need to know and understand:

Industry/sector specific knowledge and understanding

- K10 Industry/sector legislation, requirements, regulations, policies and professional codes that are relevant to networking and confidentiality of information.

You need to know and understand:

Context specific knowledge and understanding

- K11 Your own values, motivations and emotions, and the effect of these on your own actions.
- K12 Your own interests and how these may conflict with the interests of others.
- K13 Your own objectives in developing your professional networks.
- K14 Your current and likely future needs for information and resources.
- K15 Your knowledge, skills and competence.

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K16 People and organisations that can support your work, and vice versa.

K17 The range of information and resources people may need.

K18 People and organisations in your current professional networks.

Behaviours

When performing to this standard, you are likely to demonstrate the following behaviours:

- 1 Seize opportunities presented by the diversity of people
- 2 Identify people's preferred ways of communicating
- 3 Use communication media and styles appropriate to different people and situations
- 4 Comply with, and ensure others comply with, legal requirements, industry regulations, organisational policies and professional codes
- 5 State your own position and views clearly and confidently in conflict situations
- 6 Encourage others to share information and knowledge within the constraints of confidentiality
- 7 Identify and work with people and organisations that can provide support for your work
- 8 Introduce people and organisations with common interests to each other
- 9 Clarify your own and others' expectations of relationships
- 10 Model behaviour that shows, and inspires others to show, respect, helpfulness and cooperation
- 11 Honour your commitments to others

Skills

When performing to this standard, you are likely to demonstrate the following skills:

- Communicating
- Evaluating
- Influencing
- Information management
- Involving others
- Learning
- Networking
- Persuading
- Presenting information
- Questioning
- Risk management
- Thinking strategically
- Valuing and supporting others

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Develop and maintain your professional networks

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