

Unit CU100 Promote the organisation and its values

- **Element CU100.1 Promote the characteristics and values of the organisation**
- **Element CU100.2 Monitor and evaluate the effectiveness of promotion**

About this unit

This unit defines standards for promoting the organisation, particularly its values and then, having done this, to evaluate the effectiveness of the promotion through careful monitoring.

You will need to be able to identify the relevant characteristics and values of the organisation to promote to the target audience, which will have been already identified. A suitable monitoring system would have to be set up and you must decide on an appropriate method through which this could be done. Evaluation must take account of the feedback from the target audience.

This unit covers promotional activities such as those for Quality Management purposes. The promotion of an organisation's values is heavily emphasised in this unit.

Element CU100.1 Promote the characteristics and values of the organisation

What you must be able to do:

1. accurately identify valid and accurate information about the organisation's **characteristics** and values and present this information in a way which is likely to be of interest to the **audience** concerned
2. select **methods of promotion** for the organisation's values which are suitable for the prospective audience
3. ensure methods of promotion and the information to be given conform to statutory requirements and accepted codes of practice
4. ensure provision is made for adequate audience reception, consideration and feedback within time constraints

This standard covers:

A. characteristics:

- (i) nature
- (ii) reasons
- (iii) anticipated events

B. audiences:

- (i) internal to the organisation
- (ii) external to the organisation

C. methods of promotion:

- (i) direct
- (ii) indirect

What you must know and understand:

- (a) the values which the organisation holds and how this distinguishes it from others

- (b) how to evaluate the relevance of the organisation's values and their likely appeal to audiences
- (c) potential audiences for the information and their characteristics
- (d) how to assess the validity of information
- (e) the range of different ways in which the organisation's values can be introduced and enhanced for different audiences and how these may differ for internal and external audiences
- (f) the ways which other organisations have tried and the success they have achieved
- (g) how to present information on values effectively and with clear justification in ways which will catch the imagination of the audience
- (h) the different methods of promoting both direct and indirect and using the various senses
- (i) the legislation which is relevant to the values and issues to be promoted and which forms the background for the work
- (j) the effective methods of obtaining feedback from the audience on promotional methods including proactivity on behalf of the individual

Element CU100.2 Monitor and evaluate the effectiveness of promotion

What you must be able to do:

1. select appropriate **methods** for **monitoring** and evaluating the effectiveness of promotion
2. carry out **monitoring** and evaluation of the promotion which is sufficient to reveal effectiveness
3. encourage others involved in promoting organisational values to evaluate the **promotional methods** and messages
4. give the target audience opportunities to provide feedback and use this feedback in your evaluation
5. improve promotion in the light of feedback, perceived take-up and penetration, and the organisation's aims and vision for the future

This standard covers:

A. methods:

- (i) qualitative
- (ii) quantitative

B. monitoring:

- (i) penetration
- (ii) coverage
- (iii) changes in audience behaviour

C. promotional methods:

- (i) direct
- (ii) indirect

What you must know and understand:

- (a) the values of the organisation
- (b) the range of methods for monitoring and evaluating the effectiveness of promotions
- (c) how to judge the sufficiency of promotions and whether they are effective
- (d) the range of individuals who may be involved in promoting the organisation's values and the different roles which they each may play

- (e) how to encourage people to self assess the work they have done and make realistic judgements which are constructive
- (f) the different methods which can be used to gain feedback from target audiences
- (g) the differences between direct and indirect promotional methods and the range of approaches which lie within these
- (h) how to evaluate realistically the organisation's promotional methods and messages and improve them in the future