



Employability Guide

Health Sciences and Practice: Health Visiting Student Employability Profile

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Built Environment
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Health Sciences and Practice
Materials
Mathematics, Statistics and OR
Philosophical and Religious Studies
Physical Sciences
Psychology

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The approach adopted for the project was to respond to Subject Centre specific needs and perspectives in line with ESECT guidance.

In compiling the profiles, we drew on the subject benchmark statements developed and maintained by UK higher education academic communities and copyright by the Quality Assurance Agency for Higher Education (QAA). We also took account of the input from the CIHE Employer membership regarding competencies, skills and attributes they valued when recruiting, this information was gathered during the first phase of this work in 2002, further details can be found on the CIHE website.

We also drew on the work of:

Professor Lee Harvey, Centre for Research and Evaluation Sheffield Hallam University
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Professor Stephen McNair, Higher Education Adviser, Department for Education and Skills

Further Links

AGCAS	http://www.agcas.org.uk/
AGR	http://www.agr.org.uk/
CIHE	http://www.cihe-uk.com/
ESECT	http://www.hefce.ac.uk/learning/tinits/esect/
Higher Education Academy	http://www.heacademy.ac.uk/
LTSN	http://www.ltsn.ac.uk/home.asp
SSDA	http://www.ssda.org.uk/

STUDENT EMPLOYABILITY PROFILES

HEALTH VISITING

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STUDENT EMPLOYABILITY PROFILES

HEALTH VISITING

1. INTRODUCTION

For most higher education students, employability on graduation and over the long term is a major priority. More and more higher education courses provide the means for students to develop their employability skills, to raise their own awareness of these skills and to increase their ability to articulate these skills. Such capabilities can be put into practice in personal development planning, work experience opportunities, job searching, interviews and similar situations and this is of real help when making major career and life changes.

The underlying assumption is that a student's life long learning capability and employability can be enhanced through their higher education experience and that this can be achieved as part and parcel of academic study. The impact of the effects of widening participation in higher education, along with greater diversity in the ways in which students learn, provides a climate where increased numbers of students can and need to benefit from supported development of their employability skills.

Student employability profiles have been created to indicate the skills that typically can be developed through the study of particular subjects. The profiles are for use by Subject Centre staff when working with their academic communities to the ultimate benefit of current and prospective students and employers alike.

2. RATIONALE

- Pre university students can be influenced heavily by stereotype impressions of a subject (too hard, too theoretical, not taught at A level, does not lead to a job, only leads to a narrow range of jobs etc.) and this can skew applications away from subjects that may well suit study.
- Pressures and short term considerations mean that many undergraduates face a challenge in committing to personal skills development.
- On graduation, a significant percentage of students in many subjects choose careers not related to their course of study and a knowledge of their own employability skills can facilitate transition.
- Many graduates leave their first position after less than three years and this suggests that improvements in matching graduates to first jobs would improve retention within the profession. Through enabling students to make better informed initial choices, the rate of attrition might be reduced.
- As higher education continues to expand and the impact of widening participation and diversity policies grows, employers need practical tools to help them recruit and train staff cost effectively, with the overall aim of widening access.

3. APPLICATION

Whilst it is for the Subject Centres and their communities to decide how a profile may be applied, it is envisaged that it may support existing initiatives to promote a subject to pre university students, stimulating undergraduate skills learning, preparing students for work experience and supporting job searching on graduation. This may in turn improve the number and type of students applying to study a subject, support undergraduate skills learning, stimulate motivation to study and lead to better informed engagement with employers for work experience and job opportunities. So the areas for application may include:

- Schools careers.
- Undergraduate learning.
- Departmental and student links with employers.
- CV writing and Personal Development Planning.

4. EMPLOYABILITY SKILLS PROFILES

The employability skills profile for this subject can be used generically as support material in the applications mentioned. It can also be used as a tool to help an individual student identify examples of their own skills development through reviewing the list of possible skills identified by the Subject Centre from the QAA benchmark statement for their subject and from other sources. Students may then map their own examples against the list of qualities and attributes typically sought by employers, so enabling the evidencing of skills to be interpreted in language helpful to employers.

5. EMPLOYABILITY SKILLS - HEALTH VISITING

A graduate in Health Visiting typically will have the ability to:

- Exercise numeracy and ICT skills.
- Gather information from a wide range of sources including electronic data.
- Systematically analyse and evaluate information collected and exercise professional judgement with confidence.
- Communicate effectively with the client or patient, their relatives and carers and the group/community/population, about their health and social care needs.
- Use assessment techniques and make provisional identification of health and physical, psychological, social and cultural needs and problems.
- Recognise the contribution of their assessment within health care through effective communication with other members of the health and social care team.
- Maintain the standards and requirements of professional and statutory regulatory bodies and adhere to relevant codes of conduct.
- Understand the legal and ethical responsibilities of professional practice.
- Maintain the principles and practice of patient/client confidentiality.
- Practise in accordance with legislation applicable to health care professionals.
- Exercise a professional duty of care to patients, clients and carers.
- Recognise the duty to maintain fitness for practice and the need for continuing professional development and learning.

Student Employability Profiles – Health Visiting

- Contribute to the development and dissemination of evidence based practice within professional contexts.
- Uphold the principles and practice of clinical governance.

Health visiting is a specialist discipline within community nursing practice. It has a significant focus on public health and shares areas of practice and health care goals with colleagues in primary care and other professions. The search for health needs is regarded as the primary function of the profession. Through work with individuals, families, groups and communities, health visitors seek to promote health and well-being and prevent illness. Whilst there is an emphasis within health visiting practice on child and family health, work with populations and communities to address issues of health and social inequalities and social exclusion represents an increasing focus on public health.

The health visiting service is dynamic and health-focused and able to respond flexibly to a range of service and community needs. Health visiting is underpinned by four principles that guide and direct professional practice. These are the search for health needs, the stimulation of an awareness of health needs, the influence on policies affecting health and the facilitation of health-enhancing activities.

Degree programmes have an equal balance of theory and practice and graduates must meet professional registration requirements. Learning involves the study of subject specific knowledge, the acquisition of skills and values, the critical application of research knowledge from health and social sciences, and reflection and evaluation in health visiting practice. Students are prepared for multi professional and multi agency working.

6. EMPLOYERS' CRITERIA

Employers have identified the attributes they seek in the graduates they recruit. The qualities or attributes used here have been identified and categorised by employer members of the Policy Forum of the Council for Industry and Higher Education. They are the key components they have observed in those individuals who can transform organisations and add value early in their careers (see the report *Graduates Work* by Professor Lee Harvey, CIHE 2001) and comprise:


- **Cognitive Skills/Brainpower:** The ability to identify and solve problems; work with information and handle a mass of diverse data, assess risk and draw conclusions.
- **Generic Competencies:** High-level and transferable key skills such as the ability to work with others in a team, communicate, persuade and have interpersonal sensitivity.
- **Personal Capabilities:** The ability and desire to learn for oneself and improve one's self awareness and performance. To be a self starter (creativity, decisiveness, initiative) and to finish the job (flexibility, adaptability, tolerance to stress).
- **Technical Ability:** For example, having the knowledge and experience of working with relevant modern laboratory equipment.
- **Business and / or Organisation Awareness:** An appreciation of how businesses operate through having had (preferably relevant) work experience.
- **Practical Elements - Vocational Courses:** Critical evaluation of the outcomes of professional practice; reflect and review own practice; participate in and review quality control processes and risk management.

An individual student may identify examples of their own skills development during the course of study and may map these against the list of attributes and qualities typically desired by employers, so enabling the student to translate their learning experiences into language helpful to employers. The following templates can be a useful aide in this process as it translates the subject specific skills into more generic employability skills.

7. Template

This template to capture key behavioural indicators or criteria identified within the subject benchmark statements (©QAA). They cross reference these with the competencies identified by members of the CIHE Employers Forum as being the attributes/qualities that are the key components they have observed in those individuals who can transform organisations and add value early in their careers (see the report *Graduates Work* by Professor Lee Harvey, CIHE 2001).

STUDENT EMPLOYABILITY PROFILE TEMPLATE - HEALTH VISITING GENERIC EMPLOYABILITY COMPETENCIES

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
 <p>Subject Benchmark Indicators © Quality Assurance Agency (QAA)</p>	The ability to identify, and solve problems, work with information and handle a mass of diverse data, assess risk and draw conclusions.	High level and transferable key skills such as the ability to work with others in a team, communicate, persuade and have interpersonal sensitivity.	The ability and desire to learn for oneself and improve ones self-awareness, emotional intelligence and performance. To be a self-starter (creativity, decisiveness, initiative) and to finish the job (flexibility, adaptability, tolerance to stress).	For example, having the knowledge and experience of working with relevant modern technology.	An appreciation of how businesses operate through having had (preferably relevant) work experience. Appreciation of organisational culture, policies and processes.	Critical evaluation of the outcomes of professional practice, reflect and review own practice participate in and review quality control processes and risk management.
5 Appreciate the significance of professional self-regulation, act within a framework of professional accountability, and respect the need to maintain the integrity of the profession and not bring it into disrepute.			Achievement orientation.		Organisational understanding, organisational sensitivity.	
Exercise professional autonomy in practice within the legal and ethical boundaries contained in the Professional Code of Conduct.					Organisational sensitivity.	Professional expertise image, process operation.
Understand the legal responsibilities and ethical considerations of professional practice.					Organisational sensitivity.	Professional expertise, process operation.
Demonstrate an awareness of professional roles, responsibilities and boundaries and the context and settings in which health care is delivered.					Organisational sensitivity.	Professional expertise process operation.

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
Understand the significance of the concepts of continuing professional development and lifelong learning.			Lifelong learning and development, personal development.			Image.
Accept responsibility for personal/professional development of self, and take account of the expectation to maintain registered professional status through appropriate means.			Lifelong learning and development, personal development.			Process operation.
Engage in clinical supervision and other approaches to the review and development of professional practice.			Lifelong learning and development, personal development.			
Participate effectively in multi-professional approaches to health care, act independently and collaboratively within a multi-disciplinary and multi-agency context, generate and maintain effective interactions with relevant external agencies including other healthcare professionals, and utilise appropriate referral procedures.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity, working with others, teamwork.	Initiative, achievement orientation.		Organisational understanding, organisational sensitivity.	Professional expertise, process operation.
Work in partnership with others to support and implement policy initiatives to improve the health of the local population.		Questioning, listening interpersonal sensitivity, working with others, teamwork.			Organisational understanding, organisational sensitivity.	Professional expertise, process operation.
Demonstrate an understanding of the mechanisms by which professional practice contributes to health care policy and the development of primary health care and improvement of public health.					Organisational understanding, organisational sensitivity.	Professional expertise process operation.

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
Involve users of services in ways that utilise their knowledge and experience, and develop their capacity and power to influence factors affecting their lives.		Questioning, listening interpersonal sensitivity, working with others, teamwork.				
Make appropriate professional judgements with confidence.	Analysis, judgement, attention to detail.		Decisiveness, initiative, achievement orientation.			
Work collaboratively with other health care professionals in professional practice.		Questioning, listening interpersonal sensitivity, working with others, teamwork.				Professional expertise image.
Engage in self-directed learning, contribute to effective learning experiences for students and promote an environment conducive to learning.		Questioning, listening interpersonal sensitivity, working with others, teamwork.	Lifelong learning and development, personal development, influencing.			
Undertake personal and professional reviews of team members, identifying potential and facilitating personal development plans.		Questioning, listening interpersonal sensitivity, working with others, teamwork.	Lifelong learning and development, personal development, influencing, leadership.			Professional expertise, image.
Demonstrate the ability to undertake safe practice in a variety of contexts.	Analysis, judgement, attention to detail.					
Advise on educational opportunities to support the professional development of team members.		Questioning, listening interpersonal sensitivity, working with others, teamwork.	Lifelong learning and development, personal development, influencing, leadership.			
Contribute constructively to the management of change and the resolution of conflict.		Questioning, listening interpersonal sensitivity.	Adaptability /flexibility.			Professional expertise.
Provide leadership, where appropriate, on public health issues.			Initiative, leadership.			

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
Provide counselling and psychological support for individuals and their carers.		Questioning, listening interpersonal sensitivity, working with others.				Professional expertise.
Demonstrate an understanding of the historical roots of health care in the UK and of current developments in health and social care.	Analysis.		Creativity.			
Show understanding of how primary health care, public health, health education and health promotion are organised.					Organisational understanding.	
Contribute to research and other scholarly activity in the development of professional practice.	Analysis, judgement.		Lifelong learning and development, personal development, influencing, leadership.			
Demonstrate an understanding of legislation and legislative processes that govern specific aspects of practice.					Organisational understanding.	
Contribute to quality assurance through agreed audit procedures and clinical governance						Process operation.
Work proactively in the search for health needs at an individual, family and community level.			Creativity, achievement orientation, initiative.			
Identify the social, political, economic and technological factors that impact upon health and use this information to analyse local and national determinants of health for groups and communities.	Analysis, judgement.					Professional expertise.

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
Utilise a range of assessment techniques appropriate to assessing the health needs of communities, groups, families and individuals in differing environments, such as in homes, health centres, GP surgeries, schools and places of work and leisure.	Analysis, judgement, attention to detail.				Organisational understanding.	Professional expertise, process operation.
Take account of the diversity of life experiences and key events in the human life cycle that influence health and assess the individual's ability to influence these.	Analysis, judgement attention to detail.	Questioning, listening interpersonal sensitivity, working with others.				Professional expertise.
Assess and evaluate specialist health care interventions to meet health and health-related needs of individuals, families, groups and communities.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity, working with others.				Professional expertise.
Identify risk factors which may lead to the potential for physical or psychological abuse.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity, working with others.				Professional expertise.
Undertake diagnostic, health screening and health surveillance activities relevant to individual, family and community health maintenance.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity, working with others.			Organisational understanding.	Professional expertise, process operation.
Collect, collate and analyse data to inform health policies and the provision of health care.	Analysis, judgement, attention to detail.		Decisiveness.			
Differentiate and utilise approaches to meeting the health needs of individuals, families, groups and communities, appropriate to their specific circumstances, location and environment.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity, working with others.			Organisational understanding.	Professional expertise, process operation.

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
Support and empower individuals, families, groups and communities to participate in decisions regarding their health and health care and to access available information and services to achieve health gain.			Initiative, leadership.			Professional expertise.
Advise on the range of local, regional and national services available to assist with health maintenance and health care and the means to access these, using advocacy skills where appropriate.		Questioning, listening interpersonal sensitivity, working with others.			Organisational understanding.	Professional expertise, process operation.
Contribute to the development of a community health profile.	Judgement.		Creativity, influencing.		Organisational understanding, organisational sensitivity.	
Act with others to develop strategies to promote social inclusion.		Questioning, listening interpersonal sensitivity, working with others.	Creativity, influencing.			
Utilise opportunities to influence health and social policy and practice at local, regional and national levels.			Influencing, leadership.			
Initiate practice developments to enhance the quality of the health visiting contribution to public health and the quality of care.			Initiative, achievement orientation.		Organisational understanding.	Professional expertise, process operation.
Work in partnership with others to influence and support health, and contribute to the development of strategic plans and other policy initiatives to promote the health of the local population.		Working with others.	Initiative, leadership.			

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
Act independently and collaboratively within a multi-disciplinary and multi-agency context, providing professional leadership on public health issues.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity, working with others.	Influencing, leadership.			Professional expertise, image.
Plan, provide and evaluate specialist health care interventions to meet health and health related needs of individuals, families, groups and communities.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity, working with planning and organising others.	Influencing, leadership.			Professional expertise, image.
Work in partnership with individuals, families, groups and communities to maintain and improve health.		Questioning, listening interpersonal sensitivity, working with others.	Influencing, leadership.			Professional expertise, image.
Facilitate learning in relation to identified health needs for individuals, families, groups and communities.	Analysis, judgement, attention to detail.	Planning and organising.	Influencing, leadership.			
Select, from a range of health and social agencies, those which will assist and improve the health care of individuals, families, groups and communities.	Analysis, judgement.	Questioning, listening interpersonal sensitivity, working with others.	Influencing, leadership.			
Facilitate access to appropriate therapeutic options and provide support for individuals, families, groups and communities.		Questioning, listening interpersonal sensitivity, working with others.	Influencing, leadership.			Professional expertise, image.
Work with vulnerable groups to promote social inclusion.	Analysis, judgement.	Questioning, listening interpersonal sensitivity, working with others.				Professional expertise, image.
Initiate and participate in community development.			Initiative, creativity, leadership.			

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
Engage in home-based and community-based activities to promote and maintain child health and initiate referral where appropriate.		Questioning, listening interpersonal sensitivity, working with others.	Initiative, creativity, leadership.			
Identify, prevent and manage conflict situations.	Analysis, judgement, attention to detail.		Initiative, leadership.			Process operation.
Initiate action to identify and minimise risk in relation to promoting child protection and safety, working in partnership with families, other professionals and agencies.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity, working with others.	Initiative, leadership.			Professional expertise, image.
Contribute to the prevention, management and control of communicable diseases.	Analysis, judgement, attention to detail.		Decisiveness.			Professional expertise, process operation.
Prescribe medicines as permitted in legislation.	Analysis, judgement, attention to detail.					Professional expertise.
Demonstrate a critical, reflective approach to practice.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity, working with others.	Initiative, leadership.			Professional expertise, image.
Accept responsibility for continuing personal and professional development in health visiting.			Lifelong learning and development, personal development, influencing, leadership.			
Engage in the implementation and monitoring of quality assured standards of service provision.						Process operation.
Contribute to the development and evaluation of strategies to promote and improve individual and community health.	Analysis, judgement, attention to detail.		Influencing.		Organisational understanding.	Professional expertise.
Use the outcomes of evaluation to monitor and improve health visiting practice and services.	Analysis, judgement, attention to detail.		Lifelong learning and development.			Process operation.

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
Demonstrate a critical, reflective approach to practice.	Analysis, judgement, attention to detail.		Lifelong learning and development.			
Accept responsibility for continuing personal and professional development in health visiting.			Lifelong learning and development, personal development, influencing, leadership.			
Engage in the implementation and monitoring of quality assured standards of service provision.	Analysis, judgement, attention to detail.		Initiative, achievement orientation.			Process operation.
Ability to gather, select and evaluate research findings pertaining to the principles, practice and outcomes of health visiting.	Analysis, judgement, attention to detail.	Planning and organising.	Decisiveness, creativity, achievement orientation.			
Ability to gather and evaluate outcomes of individual, family and community needs assessment.	Analysis, judgement, attention to detail.		Decisiveness.			
Ability to seek out epidemiological data, community/case load profiles, and health visiting practice audit and evaluation data.	Analysis, judgement, attention to detail.					
Ability to systematically invite and analyse feedback, evaluations and perspectives from users, carers and statutory and voluntary agencies.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity.	Initiative, decisiveness.	Technical application.		Process operation.
Ability to carry out health surveillance and screening of individuals, families and communities.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity.	Initiative, decisiveness.	Technical application.		Process operation.
Ability to use models of community health needs assessment and analyse data supporting the health visitor's contribution to health improvement.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity.	Initiative, decisiveness.	Technical application.		Process operation.

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
Ability to reach judgements in practice by utilising the outcomes of experience, critical review and reflection including outcomes of clinical supervision and personal development planning and review.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity.	Initiative, decisiveness lifelong learning and development, personal development, influencing, leadership.	Technical application.		Process operation.
Ability to analyse and assess human situations, taking into account the views of participants, theoretical concepts, research evidence, legislation and organisational policies and procedures.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity.	Decisiveness.			Professional expertise.
Ability to investigate the impact of inequality and discrimination when working with individuals, families and communities and contribute to the formulation and implementation of appropriate interventions.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity.	Decisiveness, initiative, leadership.		Organisational understanding, organisational sensitivity.	Professional expertise.
Ability to participate in the analysis and synthesis of information gathered, prioritising in relation to influencing the provision of appropriate health visiting resources.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity.	Decisiveness, initiative, leadership.		Organisational understanding, organisational sensitivity.	Professional expertise.
Ability to assess child development and identify deviations from the normal and initiate referral where appropriate.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity.	Decisiveness, initiative, leadership.		Organisational understanding, organisational sensitivity.	Professional expertise.
Ability to engage in child protection procedures, taking into account the legal framework and associated policies.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity.	Decisiveness, initiative, leadership.		Organisational understanding, organisational sensitivity.	Professional expertise.

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
Ability to identify, prevent and manage communicable diseases.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity.	Decisiveness, initiative, leadership.		Organisational understanding, organisational sensitivity.	Professional expertise.
Ability to use higher level communication skills pertinent to health visiting practice.		Questioning, listening interpersonal sensitivity, written communication.				
Ability to select from a range of teaching methods those appropriate to the context of health promotion and health education, and apply these in professional practice.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity.	Decisiveness, initiative, leadership.		Organisational understanding, organisational sensitivity.	Professional expertise.
Ability to apply health promotion theory, demonstrating expertise in the use of self empowerment and community development approaches.	Analysis, judgement, attention to detail.	Questioning, listening interpersonal sensitivity.	Decisiveness, initiative, leadership.		Organisational understanding, organisational sensitivity.	Professional expertise.
Ability to organise and manipulate numerical and statistical data.	Analysis, judgement, attention to detail.					
Ability to select appropriate formats for data presentation relevant to the information being conveyed and its intended purpose.	Analysis, judgement, attention to detail.	Written communication, interpersonal sensitivity.	Decisiveness.	Technical knowledge, technical application.		
Ability to engage with information management systems and technology relevant to health visiting practice, taking account of policies, procedures and data protection requirements regarding access and confidentiality.	Analysis, judgement, attention to detail.	Written communication, interpersonal sensitivity.	Decisiveness.	Technical knowledge, technical application.	Organisational understanding, organisational sensitivity.	Process operation.

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
<p>Professional Factors</p> <p>Understanding of health and altered health states throughout the lifespan, with particular emphasis on maternal and child health and child development, to include identification of deviation from the norm, lifestyle factors, their influence on health and opportunities for prevention.</p>						Professional expertise.
<p>Understanding of social science, with particular emphasis on the processes contributing to differences in health experience, the problems of inequality, vulnerability and differential health needs of individuals, groups and communities.</p>						Professional expertise.
<p>Particular understanding of developmental, behavioural and social psychology, sociological and psychological perspectives on the family and how they can influence life experiences.</p>						Professional expertise.
<p>Understanding of social and health policy, and mechanisms by which health visitors contribute to its development in primary health care including methods of public involvement.</p>						Professional expertise.
<p>Understanding of child protection policies and procedures and the legal framework within which these operate.</p>						Professional expertise.
<p>Understanding of child protection policies and procedures and the legal framework within which these operate.</p>						Professional expertise.
<p>Understanding of different perspectives on health and how they influence health visiting practice, theoretical models underpinning health visiting practice, and the nature of health visiting professional practice to include boundaries, roles, responsibilities and opportunities for development.</p>						Professional expertise.
<p>Particular understanding of the nature of community and how this influences health and health care, including contexts, settings and sectors for health visiting practice, such as the home, clinic, schools etc.</p>						Professional expertise.

	Cognitive Skills	Generic Competencies	Personal Capabilities	Technical Ability	Business and/or Organisation Awareness	Practical and Professional Elements
Understanding of the use of ethical frameworks in a public health and primary care context.						Professional expertise.
Understanding of the multi-factorial nature of physical and psychological abuse, risk assessment, preventative strategies and therapeutic pathways.						Professional expertise.
Understanding of the legislation and legislative processes that govern and shape health visiting practice.						Professional expertise.
Understanding of communicable diseases and their prevention and control.						Professional expertise.
Understanding of pharmacology and related subjects, diagnostics and the legal and ethical issues relating to the prescription, supply and administration of medicines and the role of the health visitor and others in the prescribing and management of medicines.						Professional expertise.
Understanding of models of reflection and clinical supervision and their use in practice.						Professional expertise.
Understanding theories of learning and teaching, applied to individuals, groups and communities.						Professional expertise.
Understanding of autonomous practice, self-management and practising within personal and professional boundaries, and the importance of continuing professional development.						Professional expertise.
Understanding of management theory, to include resource management and the change process.					Financial awareness, commercial awareness, organisational understanding, organisational sensitivity.	
Employment						
Work Experience						

8. REFLECTIVE QUESTIONS

Raising self-awareness is a prerequisite to building up lifelong learning capabilities. Many courses have key points during study when students are tasked with reflecting on and evidencing their achievements. The results can be fed into the writing of Personal Development plans (PDP) CVs and Progress Files. The following questions may be used by students, guided by tutors or lecturers, to help with reflection and evidencing. Students should also be encouraged to consider any work experience and or voluntary and extracurricular activities.

Students may use these questions in conjunction with the templates when reflecting on skill development and undertaking personal development planning (PDP). The list is not exhaustive; it is designed to stimulate the student to reflect on the skills that they are practicing, to raise self-awareness and the ability to articulate these skills. Using this approach will also help students become familiar with competency based interviewing and assessment.

ACHIEVEMENT ORIENTATION - *Maintains and inspires a results-driven approach, focuses on results and critical performance indicators.*

- Recall an important goal that you were set in the past. What strategies did you use to achieve it? What was successful?
- How do you meet tight deadlines?
- Thinking about a difficult task you were required to undertake, what extra effort did you exert to achieve the goals set and accomplish a task?
- Thinking about a time when you did not achieve a goal or meet a deadline, what did you do? What was the outcome?
- Can you recall a time when you were particularly effective on prioritising tasks and completing a project on schedule? How did you approach this and what was the outcome? What did you learn?
- Describe a project or idea that was implemented primarily because of your efforts. What was your role? What was the outcome?
- There are times when we work without close supervision or support to get the job done, think about a time when you found yourself in such a situation. What did you do? What was the outcome?

ADAPTABILITY / FLEXIBILITY - *Maintains effectiveness in a changing environment.*

- Consider a time when you had to adopt a new approach or style to accomplish a task. How did you manage the transition?
- Think about a situation in which you had to adjust to a colleague's working style in order to complete a project or reach your objectives. What did you do?
- What do you do when priorities change quickly? Thinking about an example of when this happened, what did you do? What was the outcome?
- Consider an example of an important goal that you set yourself in the past. Thinking about your success in reaching it, how did you approach it?
- Reflect on a situation in which you had to adjust to changes over which you had no control. How did you handle it?

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- What tends to work with one person does not necessarily work with another. Think about a time when you had to be flexible in your style of relating to others. How did you vary your communication style with a particular individual? What was the result?

ANALYSIS - *Relates and compares data from different sources, identifying issues, securing relevant information and identifying relationships.*

- When you have to analyse information and make a recommendation, what kind of thought process do you go through? What is your reasoning behind your decision?
- How do you ensure you have captured the key information from written or verbal information presented to you?
- What are your considerations when presenting a solution to a work issue?
- When presented with a problem, how do you go about finding a resolution?
- How do you deal with data from a variety of sources, to identify the key information?
- How would you identify appropriate data sources to inform your decisions?
- When presented with several points of view what do you do to ensure you reach the most appropriate conclusion?
- How do you distinguish between different types of information provided to inform your conclusions?

ATTENTION TO DETAIL - *Accomplishes tasks through a concern for all areas involved, no matter how small.*

- How do you deal with minor considerations as part of a bigger task?
- What level of feedback do you request from others on ideas or suggestion you have for a project?
- What checks do you put in place to ensure written work is correct?
- How do you ensure the facts that you have are correct and complete?
- When undertaking a specific project or task, how do you ensure details are not overlooked?

COMMERCIAL AWARENESS - *Understands the economics of the business. Understands the business benefits and commercial realities from all stakeholder perspectives (customer, supplier, employer, employee, shareholder etc.).*

- Consider a commercial activity you have been involved in, either paid work, voluntary work, participating in fundraising and so on. Think about the issues you have come across and how these might influence the wider activity. Do you look at this from one perspective, e.g. monetary, or do you take other elements into account such as marketing and selling and how these influence each other?
- When considering economic issues, do you consider business implications such as increased revenue/profit, decreased expenditure, increased productivity, and improved company image and market share?
- Have you ever identified a business opportunity? How did you go about it? What did you consider?
- How would you go about developing a business plan for e.g. getting a job? Do you consider the commercial constraints that might be applied when looking at salary?

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- Do you analyse financial trends (e.g. income, spend, surplus, deficit) and forecast accordingly when setting your personal budget?

CREATIVITY – *Generates and/or recognises how best practice and imaginative ideas can be applied to different situations.*

- Think about a problem that you have solved in a unique or unusual way. What was the outcome? Were you satisfied with it?
- When presented with a variety of different scenarios, what is your preferred course of action?
- How do you approach a conventional task?
- How do you attempt to break deadlock situations?
- We sometimes fail to consider new ideas because they seem untried and/or untested. Describe a time when you found yourself in a situation similar to this. What happened?
- What do you do to encourage self / others to think laterally and to generate ideas?
- How do you present an idea that you know may be considered unusual to your family / friends / lecturers / manager?
- Think about the most significant or creative presentation which you have had to complete. How did you approach it? What was the result?

DECISIVENESS - *Makes decisions and takes action.*

- When making a controversial decision how do you deal with criticism?
- How do you feel about making work commitments on behalf of other people?
- What do you do when something needs to be done but no one is there to give you guidance?
- How do you go about getting agreement to a new idea?
- How do you make a decision based on incomplete information?
- Whose needs are most important in the decision making process? How do you decide?

FINANCIAL AWARENESS – *Understands basic financial terminology used in organisations and is able to construct and maintain simple financial records.*

- How do you plan the costs of a project or activity?
- What financial aspects do you consider when setting up a project/activity? How do you measure that you are on target?
- How do you know what financial expectations/demands might be made in the life cycle of a project/activity?
- How might you control over or under spending on a project/activity?
- How do you go about managing your personal finances?

IMAGE - *Presents a strong, professional, positive image to others at all times. This image is consistent with all people (colleagues, management and peers, customers etc.).*

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- How do you present yourself when meeting people for the first time? What do you pay special attention to?
- How do you introduce yourself in social gatherings or new and different situations?
- What do you do to ensure people listen to your ideas?
- What do you reflect on at the end of the working day? Do you spend more time on what went well and why, or do you analyse the problems that occurred?
- How would the people you work with/your friends, describe you?
- How do you know when your boss and / or friends value your contribution?

INFLUENCING - *Influences others by expressing self effectively in a group and in one to one situations.*

- Describe a time when you were able to convince a sceptical or resistant person to purchase a product or use your skills?
- Think about a specific instance in which you were able to encourage others to take a chance with a new idea or project. What did you do?
- Describe a situation in which you were able to positively influence the actions of others in a desired direction. How did you approach it? What happened?
- Consider a time when you used your leadership ability to gain support for what initially had strong opposition. What was the outcome?

INITIATIVE - *Identifies opportunities and is pro-activity in putting forward ideas and potential solutions.*

- What was the best idea that you came up with in your studies? How did you apply it? What was the result?
- Think about the last time that you undertook a project that demanded a lot of initiative. How did you approach it? What was the outcome?
- Recall a time when you had to use your verbal communication skills in order to get a point across that was important to you. How did you plan for this? What was the result?

INTERPERSONAL SENSITIVITY - *Recognises and respects different perspectives and appreciates the benefits of being open to the ideas and views of others.*

- It is sometimes difficult to form an amicable relationship with new people. Think about an example of how you have coped with such a situation. What did you do?
- Give a specific example of a time when you had to address an angry colleague. What was the problem? What was the outcome? How would you assess your role in diffusing the situation?
- Think of an example when you initiated a change in a process or operations in response to feedback. What happened?
- It is very important to build good relationships at work. Consider a time when you built a successful relationship with a difficult person. What did you do? What was the outcome?
- Being successful in a task/activity often depends upon having good relationships with others. Think about a time that you were able to accomplish a task because you had such a relationship with another person. How did this impact your work?

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- Consider a time when you built rapport quickly with someone under difficult conditions. What did you do? What was the outcome?
- Consider the key ingredients in developing and maintaining successful formal/business relationships? Think about how you made these work for you. What was the situation? What outcomes did you achieve?

JUDGEMENT - *Determines the most appropriate course of action and draws conclusions that are based on logical assumptions that reflect factual information.*

- What approach do you use to provide a rational solution to a problem?
- How selective are you in the use of relevant, available information?
- When supporting your point of view, what are your key considerations?
- How do you react to complex information when trying to reach a conclusion?
- What information do you take into account before coming to a conclusion?
- What do you do if your course of action is not accepted?
- How do you react to having more than one solution provided to solve an issue?
- What do you do when other people put forward ideas to help solve problems?

LEADERSHIP - *Takes responsibility for the directions and actions of a team.*

- When working on a team project have you ever had an experience where there was strong disagreement among team members? What did you do?
- Describe your leadership style and give an example of a situation when you successfully led a group.
- Tell about a time that you had to work on a team that did not get along. What happened? What role did you take? What was the result?
- Tell about a time when you were able to build team spirit in a time of low morale.
- Tell about a time when you were able to gain commitment from others to really work as a team.
- How have you recognised and rewarded a team player in the past? What was the situation? What did you do?

LIFELONG LEARNING AND DEVELOPMENT - *Develops the skills and competencies of self, peers and colleagues through learning and development activities related to current and future roles.*

- What have you done outside of formal study to develop your skills?
- Have you created a specific development plan? How did you identify your needs? What were the components of the development plan? What was the outcome?
- There are times when people need extra help. Think about an example of when you were able to provide that support to a person with whom you worked / studied. What did you do? What was the result?
- Think about a time when you had to accept change and make the necessary adjustments to move forward. What were the change / transition skills that you used?
- It is important to maintain a positive attitude at work when you have other things on your mind. Thinking about a situation when you were able to do that, what was the outcome?

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- Keeping others informed of your progress / actions helps them feel comfortable. What do you do to keep your lecturer/supervisor advised of the status on projects?
- Think about a time when you took responsibility for an error and were held personally accountable. How did you feel? What did you do?
- When you have been made aware of, or have discovered for yourself, a problem in your work performance, what was your course of action? How did you resolve the situation? What did you learn?
- What have you done to further your own professional development outside of your formal studies?

LISTENING - *Shows by a range of verbal and non-verbal signals that the information being received is understood.*

- How do you ensure people know that you have taken account of their views?
- Think about a time when your active listening skills really paid off for you. What was the situation? What did you achieve?
- What have you done to improve your listening skills?
- Thinking about a situation when you had to present complex information, how did you ensure that the other person understood?
- Think about a recent successful experience in making a speech or presentation. How did you prepare? What obstacles did you face? How did you handle them?
- Consider a time when you were particularly effective in a talk you gave. What was different in making it effective?

ORGANISATION UNDERSTANDING - *Understands the organisation's work environment, internal politics, business objectives and strategy.*

- Describe how you are able to contribute to an organisation's / a job's goals. What are the goals/mission?
- How do you keep your knowledge up to date with the on going changes in the industry you are considering working in?
- Consider a politically complex work situation in which you worked? What did you do?
- How do you ensure you are familiar with the relevant internal processes of an organisation?

ORGANISATIONAL SENSITIVITY - *Is sensitive to the effect of his or her actions on other parts of the organisation and adopts a mature, direct and up front style in dealing with conflict.*

- Consider a time when you made an intentional effort to get to know someone from another culture. What did you do? What was the outcome?
- What have you done to further your knowledge/understanding about diversity? How have you demonstrated your learning?
- Consider how your values and beliefs impacted your relationships with others. How do you know?
- What measures have you taken to make someone feel comfortable in an environment that was obviously uncomfortable with his or her presence?

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- Thinking about a time when you had to adapt to a wide variety of people by accepting/understanding their perspective. What was the outcome? What did you learn?
- Consider a situation when you successfully adapted to a culturally different environment. What did you do?
- Think about a specific example of how you have helped create an environment where differences are valued encouraged and supported. What did you do?
- Think about a time when you were particularly perceptive regarding a person's or group's feelings and needs. What did you do? What feedback did you get / seek?
- How have you reacted to conversations between others that were clearly offensive to non-participants? What did you do?
- Think about a time that you evaluated your own beliefs or opinions around issues of difference. What did you do?

PERSONAL DEVELOPMENT - *Maintains an up to date personal development plan and takes action to ensure personal development takes place.*

- How do you record your achievements?
- How do you decide whether a task has gone well or not and what you would do differently next time?
- What activities do you undertake to develop your skills?
- How do you find opportunities to develop your skills and competencies?
- How often do you update your learning log?
- What do you do to gain feedback on your performance?

PLANNING AND ORGANISING - *Establishes a course of action for self and/or others to accomplish a specific goal. Plans proper assignments of personnel and appropriate allocation of resources.*

- How do you typically plan your day to manage your time effectively?
- How do you differentiate and priorities short and long term needs?
- How do you plan for a meeting to ensure the required outcomes are met?
- What processes do you put in place before starting a project?
- What do you do to manage and monitor an assignment or project to a successful conclusion?
- How do you ensure deadlines you are given, are met? How do you know?
- What processes do you use to achieve tasks and assignments within the required timescale?
- What action do you take to meet changing work priorities that affect others as well as yourself?
- How do you keep track of work schedules and deadlines?

PROCESS OPERATION - *Begins, controls and concludes a complete process or procedure.*

- What do you do to ensure you are familiar with relevant company processes or procedures?
- How do you ensure that you are implementing these in the correct way?

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- Why is it important to operate processes and procedures effectively? What might be the impact of not doing this?

PROFESSIONAL EXPERTISE - *Keeps up to date with developments in own areas of professional specialisation. Applies a breadth and/or depth of professional knowledge.*

- What do you do to ensure you are up to date in your area(s) of speciality? How do you ensure that any new information is applied effectively into your work?
- Effectively presents professional information to others.
- When planning, designing and implementing solutions, how do you make best use of your professional knowledge?
- How do you share professional expertise with others?
- What opportunities do you create to demonstrate a knowledge of the latest methodologies and processes in your specialist area?
- Are you or are you planning to be part of a professional network?
- Do you actively seek new people to become part of your professional network?
- Discuss a time when your integrity was challenged. How did you handle it?
- Think about a specific time when you had to handle a tough problem that challenged fairness or ethical issues. What did you do? What was the outcome?
- Think of examples of how you have acted with integrity in your job/work relationships.
- Describe a time when you were asked to keep information confidential. What did you learn about yourself?
- Trust requires personal accountability. Consider a time when you chose to trust someone? What was the outcome?

QUESTIONING - *Uses an appropriate approach to questioning in order to gain information from which to draw conclusions and/or assist in the making of decisions.*

- Because people have different preferences, what works with one person does not necessarily work with another. Consider a situation where you had to be flexible in your style of relating to others in order to achieve your goals. How did you vary your communication style with a particular individual? What happened?
- Think of a situation when you had to use your verbal communication skills in order to gain information that was important to you. How did you approach this? What was the outcome?
- Reflect on a situation when you had to present complex information. How did you ensure that the other person understood?

TEAMWORK / WORKING WITH OTHERS – *Builds and develops appropriate relationships with academic staff, peers, colleagues, customers and suppliers at all levels within an organisation.*

- Think about an example of how you worked effectively with people to accomplish an important result. What did you do? What was the result?
- Consider a situation when you have been successful at empowering a group of people in accomplishing a task. What did you do? Why did it work well?

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- Describe a situation in which you had to arrive at a compromise or help others to compromise. What was your role? What steps did you take? What was the end result?
- Think of your best example of working co-operatively as a team member to accomplish an important goal. What was the goal or objective? To what extent did you interact with others on this project?
- Think about the most difficult challenge you have faced in trying to work co-operatively with someone who did not share the same ideas? What was your role in achieving the work objective? What was the long term impact on your ability to get things done while working with this person?
- Gaining the attention of others can be difficult. Think of a specific example when you had to do that in order to achieve a team goal. What did you do?
- Think about a work experience where you had to work closely with others. How did it go? How did you overcome any difficulties?
- Think about a team project. What did you do to contribute toward creating a teamwork environment?

TECHNICAL APPLICATION – *Has experience of using modern technology.*

- How do you identify your skills in using modern technology?
- What do you do to ensure you have access to the latest technologies in your field?
- How do you keep your information technology skills up to date?

TECHNICAL KNOWLEDGE - *Develops and maintains a knowledge of key trends in technology.*

- What do you do to ensure you understand how organisations work and how technology supports this?
- How do you ensure you are able to demonstrate a good knowledge of the industries relevant to the degree subject you are studying?
- How do you think technological knowledge can support the planning, designing, or implementation of solutions?
- How do you keep up to date with what is happening within your technological field over and above what is required for the degree programme?
- How do you demonstrate your knowledge of technological advances and the impact of these on working practices and organisational strategies?

TOLERANCE FOR STRESS - *Maintains performance under pressure and / or opposition.*

- Describe a time when you were able to effectively communicate a difficult or unpleasant idea to a superior. What did you do? What was the outcome?
- What do you do when priorities change quickly? Think of a situation when this happened. How did you react?
- Think about a time when you were particularly effective on prioritising tasks and completing a project under tight time constraints. What did you do?
- Thinking about a time when you achieved a great deal in a short amount of time, how did you feel? What was the outcome?

WRITTEN COMMUNICATION - *Expresses ideas effectively and conveys information appropriately and accurately.*

- We often need to document what work we have done in writing. Think of an example of how you have done that in the past. What was the outcome?
- Consider a time in which you had to use your written skills in order to get an important point across. How did you approach this? What was the result?
- Think about the most significant written document/report/presentation which you had to complete. What was difficult? What was easy? How did you feel about the result? What would you have done differently?

9. GLOSSARY OF TERMS - Competencies and Criteria Definitions

For many years organisations have used competencies (often called criteria) as a means of describing the Knowledge, Skills and Attitudes required of job holders. This is a first endeavour at identifying similar criteria for employability skills within the different University subject areas participating in this project. The purpose of this approach is to enable some commonality of language between education and employers and to help students better articulate their transferable skills when applying for jobs outside their study discipline.

This is not an attempt to say that this set is 'right' and that all roles and jobs can be described using them but it is a start in making the whole area of competency based recruitment and assessment more transparent and accessible for academics, students and employers alike. Please try and work with them as far as possible, and update and develop them as new insights and learning occur.

Competency based assessments are used in a wide variety of ways in the world of work, some of these are:

- Recruitment
- Assessment
- Appraisals
- Career/personal development

Competencies like all tools, are intended to be used flexibly. The fixed element of the definitions are the titles and the short top level descriptions, the indicators serve to illustrate generic examples.

The indicators may be tailored to meet the specific needs of the university subject or employment role. For example Planning and Organising will be different in a Project Manager role and a Software Developer role, it would also be different for a full time student and a part time one. The **significance** of Planning and Organising is different between these roles and students, and the indicators need to reflect this difference when articulating examples of the skill of planning and organising.

Competencies can be grouped. This document has a standard set of groupings, but particular areas may be better served by combining the competencies into different groups.

Last Point

We will only improve this model by using it. Part of the measure of the success of this competency model will be based on the number of suggestions for improvements. We have already received a number of these and look forward to many more.

GLOSSARY OF TERMS

Descriptive Criteria and Indicators for Employability Competencies

i) COGNITIVE SKILLS

The ability to identify, and solve problems, work with information and handle a mass of diverse data, assess risk and draw conclusions.

Analysis - *Relates and compares data from different sources, identifying issues, securing relevant information and identifying relationships.*

Indicators:

- Understands the meaning of written and verbal information.
- Sees several points of view and weighs up the alternatives accurately.
- Identifies potential problems, issues, and risks.
- Seeks out and uses facts where available.
- Identifies the root cause of a problem.
- Breaks down complex data and identifies the key information.
- Relates and compares data from several sources.
- Distinguishes between facts and assumptions.

Judgement - *Determines the most appropriate course of action and draws conclusions that are based on logical assumptions that reflect factual information.*

Indicators:

- Demonstrates an unbiased/rational approach.
- Uses logical arguments/reasoning.
- Reviews evidence before coming to a conclusion.
- Identifies alternative courses of action.
- Uses all relevant available information.
- Identifies strengths and weaknesses in arguments/situations.
- Draws clear conclusions from complex information.

Attention to Detail - *Accomplishes tasks through a concern for all areas involved, no matter how small.*

Indicators:

- Ensures that minor considerations are not overlooked.
- Checks written work for errors before submitting.
- Plans activities before undertaking them.
- Does not deter others from going into detail.
- Checks facts out (with others or source) where necessary.

ii) GENERIC COMPETENCIES

High-level and transferable skills such as the ability to work with others in a team, communicate, influence and have interpersonal sensitivity.

Planning and Organising - *Establishes a course of action for self and/or others to accomplish a specific goal. Plans proper assignments and appropriate allocation of resources.*

Indicators:

- Sets priorities to take account of short and long-term needs.
- Plans course of action before starting projects or activities.
- Sets targets and priorities.
- Adjusts work assignments or schedules for self and/or others to meet changing work priorities.
- Uses a system (e.g. calendar, time management methodology) to keep track of work schedules and deadlines.
- Has a clear agenda and set of objectives for meetings.
- Establishes sound procedures to manage and monitor assignments or project.
- Achieves tasks and assignments within the required timescale.

Influencing - *Influences others by expressing self effectively in a group and in one to one situations.*

Indicators:

- Gains commitment by putting forward arguments which are supported by logic and facts.
- Actively influences decisions.
- Presents arguments that can be supported by facts.
- Makes fluent and well organised contributions.
- Uses different approaches and influencing techniques that are appropriate to the people or situation.
- Speaks clearly and audibly.
- Contributes concisely.
- Speaks animatedly i.e. not too quickly.
- Summarises for the benefit of others/self.
- Retains the attention of his/her audience.
- Explains terminology in appropriate language.

Written Communication - *Expresses ideas effectively and conveys information appropriately and accurately.*

Indicators:

- Conveys complex concepts in words or diagrams.
- Structures information appropriately with clear introduction and conclusion.
- Documents are concise and easily understood.
- Spelling, punctuation and grammar are correct.

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- Reports are well presented and conform to standards.
- The purpose of the communication is clear and actions are clearly stated.
- Varies vocabulary, style and tone according to the recipient.
- Uses appropriate and meaningful headings.
- Does not use unnecessary words/phrases.

Questioning - *Uses an appropriate approach to questioning in order to gain information from which to draw conclusions and/or assist in the making of decisions.*

Indicators:

- A set of questions is prepared in advance.
- Uses open questions to gain a breadth of information, (e.g. begin with how, what, when, where, why and who).
- Uses probing questions to pick up on relevant areas, (e.g. “You mentioned difficulties with.... What were they?”).
- Uses closed questions to force a decision/commitment, (e.g. “Was that the right approach?”).
- Uses leading questions appropriately to limit choice (e.g. “So should I do this or this?”).
- Questions are clear and concise.

Listening - *Shows by a range of verbal and non-verbal signals that the information being received is understood.*

Indicators:

- Picks out key information in meetings.
- Actively shows interest.
- Summarises and tests understanding.
- Asks questions to clarify understanding and notes key facts.
- Demonstrates listening by taking notes, playing back what has been said etc.

Teamwork / Working with Others – *Builds and develops appropriate relationships with academic staff, peers, colleagues, customers and suppliers at all levels within an organisation.*

Indicators:

- Deals with difficult people effectively.
- Communicates at various levels within organisations.
- Deals effectively with customer issues.
- Is respected by academic staff and peers at all levels.

Interpersonal Sensitivity - *Recognises and respects different perspectives and appreciates the benefits of being open to the ideas and views of others.*

Indicators:

- Allows time for others to understand and contribute.
- Takes time to understand issues from other standpoints.
- Ensures that everyone is given the opportunity to contribute.
- Shares information with rest of the group.
- Encourages others to contribute.
- Involves others in the task.
- Builds on other people's ideas/actions.
- Acknowledges other people's contributions and perspectives.
- Avoids showing aggressive behaviour and making personal attacks on others.
- Questions others to establish their views and feelings.
- Has regard to the impact on people of his/her actions and decisions.

Organisational Sensitivity - *Is sensitive to the effect of his or her actions on other parts of the organisation and adopts a mature, direct and up front style in dealing with conflict.*

Indicators:

- Puts the good of the organisation before personal advantage.
- Discusses processes/practices in different parts of the organisation.
- Asks questions to determine the impact of decisions on others.
- Knows who needs to be influenced to achieve results.
- Demonstrates by words and actions that he/she recognises the impact of decisions of others.
- Actively seeks a win/win solution to professional/business issues.

Lifelong Learning and Development - *Develops the skills and competencies of self, peers and colleagues through learning and development activities related to current and future roles.*

Indicators:

- Provides a good role model for others to follow.
- Regularly reviews objectives, improvement plans and career development plans.
- Gives regular feedback on performance, leading to a wide range of learning and development actions.
- Ensures that opportunities are found to reinforce new and developing skills.
- Identifies learning opportunities for self and others.
- Coaches others within own areas of expertise.
- Gives 'space' to others to develop skills.
- Encourages the use of mentors and role models.
- Seeks out opportunities to develop self and others.

iii) PERSONAL CAPABILITIES

The ability and desire to learn for oneself and improve ones self-awareness, emotional intelligence and performance. To be a self-starter (creativity, decisiveness, initiative) and to finish the job (flexibility, adaptability, tolerance to stress).

Personal Development Planning - *Maintains an up to date personal development plan and takes action to ensure personal development takes place.*

Indicators:

- Regularly reviews career and development plans.
- Maintains an up to date learning log.
- Maintains an up to date achievement portfolio.
- Puts time aside to further own skills and competencies.
- Initiates development reviews with appropriate others.
- Actively seeks feedback from colleagues and customers.
- Uses his/her network to gain feedback on performance.
- Develops the skills and competencies of peers/colleagues through learning and development activities related to achieving common goals.
- Provides a good role model for others to follow.
- Regularly reviews objectives, improvement plans and career development.
- Gives and requests regular feedback on performance, leading to a wide range of learning and development actions.
- Ensures that opportunities are found to reinforce new and developing skills.
- Learns and applies new information effectively.
- Keeps up to date in his/her area(s) of speciality.

Creativity – *Generates and/or recognises how best practice and imaginative ideas can be applied to different situations.*

Indicators:

- Tends to see the “whole” of situations.
- Breaks deadlocks with original thought.
- Looks for new or better ways of doing things.
- Produces unusual or lateral ideas.
- Recognises “innovative” solutions to work/study issues and develops them.
- Encourages others to think laterally and to generate ideas.
- Takes a broad and receptive view of situations and courses of action.
- Builds on other peoples’ ideas.

Decisiveness - *Makes decisions and takes action.*

Indicators:

- Takes action without being prompted by others.
- Takes the first step to start a new idea.
- Makes decisions.
- Commits self and others.
- Assesses situations and alternatives quickly.
- Makes decisions that may result in criticism.
- Makes decisions based on incomplete information.

Initiative - *Identifies opportunities and is pro-active in putting forward ideas and potential solutions.*

Indicators:

- Tackles problems/issues without being asked.
- Often the first to speak/take action.
- Makes suggestions to solve problems and improve work processes/methods without being asked.
- Identifies a problem and recommends a solution.
- Does a job for which he/she is not responsible because it will help colleagues/the department/the company.
- Takes on tasks outside his/her normal role.
- Seeks new opportunities.
- Gets involved.
- Offers support to others.
- Sets challenging goals and standards of performance for self and others.
- Does more than the minimum.
- Expresses dissatisfaction with the average.
- Doesn't like "making do".
- Does a good job for the sake of it.
- Assigns tasks, actions and dates.
- Uses control systems, statistics, regular reports, bring ups etc. as appropriate.
- Monitors and checks plans and follow-up actions to ensure completion of tasks.
- Assigns tasks, actions and dates.

Adaptability / Flexibility - *Maintains effectiveness in a changing environment.*

Indicators:

- Changes or modifies approach/style in order to reach the desired goals.
- Responds positively to external changes: e.g. changes in industry / profession, environment/political changes.
- Responds quickly to new information.
- Responds quickly to changes in objectives/direction.
- Recognises when current approaches will not work.
- Modifies behaviour to obtain results.
- Changes direction/tackles new tasks and returns to original task with no loss of effect.
- Handles several activities simultaneously with no loss of control.
- Adjusts schedules and activities to take account of changing requirements and priorities.
- Handles a variety of inputs and acts on the priorities.
- Quickly focuses on new topics.

Achievement Orientation - *Maintains and inspires a results-driven approach, focuses on results and critical performance indicators.*

Indicators:

- Translates ideas into objectives/goals and actions.

- Seeks responsibility and challenge.
- Takes prompt action to get things done.
- Accepts tight deadlines.
- Acts to minimise risks.
- Pursues issues until results are achieved.
- Identifies business opportunities.
- Keeps trying to achieve goals despite obstacles or failure.
- Overcomes setbacks in order to drive forward a plan of action.
- Effectively attempts to seek answers to questions/information.

Tolerance for stress - *Maintains performance under pressure and / or opposition.*

Indicators:

- Works well under time pressure.
- Relaxes before and/or during key events.
- Maintains calm appearance under pressure/when busy or opposed.
- Responds positively when conflict arises.

Leadership - *Takes responsibility for the directions and actions of a team.*

Indicators:

- Gains the confidence and respect of both academic staff and peers.
- Motivates others to achieve objectives even when these seem difficult to achieve.
- Provides a positive work environment (resources, attitude etc).
- Delegates tasks and responsibility without losing control.
- Allocates work and responsibilities.
- Clarifies what needs to be done and sets team objectives.
- Displays flexibility of style according to group and/or tasks.
- Addresses issues of weakness and conflict and take appropriate decisions.
- Develops/encourages a sense of purpose and unity in the team.
- Sets up processes/plans to make the team more effective.
- Keeps the objectives of the task in the mind of self and others.
- Makes unpopular decisions to get the task done.
- Looked to by others for advice and guidance.
- Reviews progress against plans.
- Recognises potential conflict and acts to defuse it.

iv) TECHNICAL ABILITY

For example, having the knowledge and experience of working with relevant modern technology.

Technical Knowledge - *develops and maintains a knowledge of key trends in technology.*

Indicators:

- Understands how organisations work and how technology supports this.
- Demonstrates a good knowledge of the industries relevant to the degree subject being studied.
- Uses technological knowledge when planning, designing, or implementing solutions.
- Keeps up to date with what is happening within the technological field over and above what is required for the degree programme.
- Demonstrates a good knowledge of technological advances and the impact of these on working practices and organisational strategies.

Technical Application – *has experience of using modern technology.*

Indicators:

- Demonstrates a good knowledge of equipment used in own field of study.
- Knows where to go to find suitable resources both inside and outside their academic institution in order to get relevant technical experience.

v) BUSINESS AND / OR ORGANISATION AWARENESS

An appreciation of how businesses operate through having had (preferably relevant) work experience. Appreciation of organisational culture, policies and processes.

Organisational Understanding - *Understands the organisation's work environment, internal politics, business objectives and strategy.*

Indicators:

- Ensures contacts are appropriate for the work being undertaken.
- Knows the relevant internal processes.
- Demonstrates knowledge of the company's business outside of that specifically required in his/her role.
- Makes realistic commitments.
- Delivers outcomes to the agreed level.
- Seeks to understand changing requirements.
- Demonstrates a determination to ensure satisfaction.

Commercial Awareness - *Understands the economics of the business. Understands the business benefits and commercial realities from both the organisation's and the customer's perspectives.*

Indicators:

- Demonstrates breadth of awareness of business knowledge (e.g. recognises issues in finance, sales, marketing).
- Shows consideration of such business implications as increased revenue/profit, decreased expenditure, increased productivity, improved company image and market share.
- Identifies new business opportunities.

- Takes commercial constraints into account.
- Ability to analyse financial trends (e.g. revenue, profit, productivity) and forecast accordingly.

Financial Awareness – *Understands basic financial terms used in organisations and is able to construct and maintain simple financial records.*

Indicators:

- Produces and maintains a Profit and Loss account for a project, programme or practice.
- Produces a budget.
- Maintains financial records.
- Produces forecasts.
- Sets and meets financial targets.
- Analyses financial trends (e.g. revenue, profit, cash flow) and forecasts.

vi) PRACTICAL AND PROFESSIONAL ELEMENTS

Critical evaluation of the outcomes of professional practice, reflect and review own practice, participate in and review quality control processes and risk management.

Professional Expertise - *Keeps up to date with developments in own areas of professional specialisation. Applies a breadth and/or depth of professional knowledge.*

Indicators:

- Learns and applies new information effectively.
- Keeps up to date in their area(s) of speciality.
- Effectively presents professional information to others.
- Makes best use of their professional knowledge when planning, designing and implementing solutions.
- Shares their professional expertise with others.
- Demonstrates a knowledge of the latest methodologies and processes in own specialist area.
- Is part of a professional network.
- Actively seeks new people to become part of his/her network.
- Is contacted by others as part of their network.
- Attends conferences/seminars in his/her area of expertise.

Process Operation - *Begins, controls and concludes a complete process or procedure.*

Indicators:

- Is familiar with, and can describe the steps involved in, relevant processes or procedures.
- Operates processes and procedures effectively.
- Recognises that the department's output is another department's input.

Image - *Presents a strong, professional, positive image to others at all times, consistent with all people (colleagues, management and peers, customers etc.).*

Indicators:

- Appears smart and tidy.
- Is relaxed and confident in the company of others.
- Is enthusiastic/positive.
- Gives others the impression of professionalism, subject knowledge and assertiveness.
- Gains attention and respect from others e.g. from initial impact.

10. FURTHER CONSIDERATIONS AND LINKS

The Bologna Declaration: Tuning Project.

In the summer of 2000, a group of universities has taken up the Bologna challenge collectively and designed a pilot project called "Tuning educational structures in Europe". The Tuning project addresses several of the Bologna action lines and notably the adoption of a system of easily readable and comparable degrees, the adoption of a system based on two cycles and the establishment of a system of credits. More specifically, the project aims at identifying points of reference for generic and subject-specific competences of first and second cycle graduates in a series of subject areas: Business Administration, Education Sciences, Geology, History, Mathematics, Physics and Chemistry. Competences describe learning outcomes: what a learner knows or is able to demonstrate after the completion of a learning process. This concerns both subject specific competences and generic competences like communication skills and leadership.

- **National Occupational Standards**
- **The work of Professor Stephen McNair**
- **The work of Professor Mantz Yorke**

Higher Education Academy

<http://www.heacademy.ac.uk/>

The Council for Industry and Higher Education

<http://www.cihe-uk.com>

Skills for Business

<http://www.ssda.org.uk>

ESECT

<http://www.ltsn.ac.uk/ESECT>

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GLOSSARY OF COMPETENCIES in alphabetical order

(Abbreviated)

ACHIEVEMENT ORIENTATION	Maintains and inspires a results-driven approach, focuses on results and critical performance indicators.
ADAPTABILITY / FLEXIBILITY	Maintains effectiveness in a changing environment.
ANALYSIS	Relates and compares data from different sources, identifying issues, securing relevant information and identifying relationships
ATTENTION TO DETAIL	Accomplishes tasks through a concern for all areas involved, no matter how small.
COMMERCIAL AWARENESS	Understands the economics of the business. Understands the business benefits and commercial realities from both the organisation's and the customer's perspectives.
CREATIVITY	Generates and/or recognises how best practice and imaginative ideas can be applied to different situations
DECISIVENESS	Makes decisions and takes action
FINANCIAL AWARENESS	Understands basic financial terminology used in organisations and is able to construct and maintain simple financial records.
IMAGE	Presents a strong, professional, positive image to others at all times. This image is consistent with all people (colleagues, management and peers, customers etc.).
INFLUENCING	Influences others by expressing self effectively in a group and in one to one situations
INITIATIVE	Identifies opportunities and is pro-activity in putting forward ideas and potential solutions
INTERPERSONAL SENSITIVITY	Recognises and respects different perspectives and appreciates the benefits of being open to the ideas and views of others.
JUDGEMENT	Determines the most appropriate course of action and draws conclusions that are based on logical assumptions that reflect factual information.
LEADERSHIP	Takes responsibility for the directions and actions of a team

LIFE LONG LEARNING AND DEVELOPMENT	Develops the skills and competencies of self, peers and colleagues through learning and development activities related to current and future roles.
LISTENING	Shows by a range of verbal and non-verbal signals that the information being received is understood.
ORGANISATION UNDERSTANDING	Understands the organisation's work environment, internal politics, business objectives and strategy
ORGANISATIONAL SENSITIVITY	Is sensitive to the effect of his or her actions on other parts of the organisation and adopts a mature, direct and up front style in dealing with conflict
PERSONAL DEVELOPMENT	Maintains an up to date personal development plan and takes action to ensure personal development takes place.
PLANNING AND ORGANISING	Establishes a course of action for self and/or others to accomplish a specific goal. Plans proper assignments of personnel and appropriate allocation of resources.
PROCESS OPERATION	Begins, controls and concludes a complete process or procedure.
PROFESSIONAL EXPERTISE	Keeps up to date with developments in own areas of professional specialisation. Applies a breadth and/or depth of professional knowledge.
QUESTIONING	Uses an appropriate approach to questioning in order to gain information from which to draw conclusions and/or assist in the making of decisions.
TEAMWORK / WORKING WITH OTHERS	Builds and develops appropriate relationships with academic staff, peers, colleagues, customers and suppliers at all levels within an organisation
TECHNICAL APPLICATION	Has experience of using modern technology
TECHNICAL KNOWLEDGE	Develops and maintains a knowledge of key trends in technology
TOLERANCE FOR STRESS	Maintains performance under pressure and / or opposition.
WRITTEN COMMUNICATION	Expresses ideas effectively and conveys information appropriately and accurately