



# E-LEARNING

Level 3



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## WA3: Communication and Marketing

### 3.3 Build and improve relationships: Part A

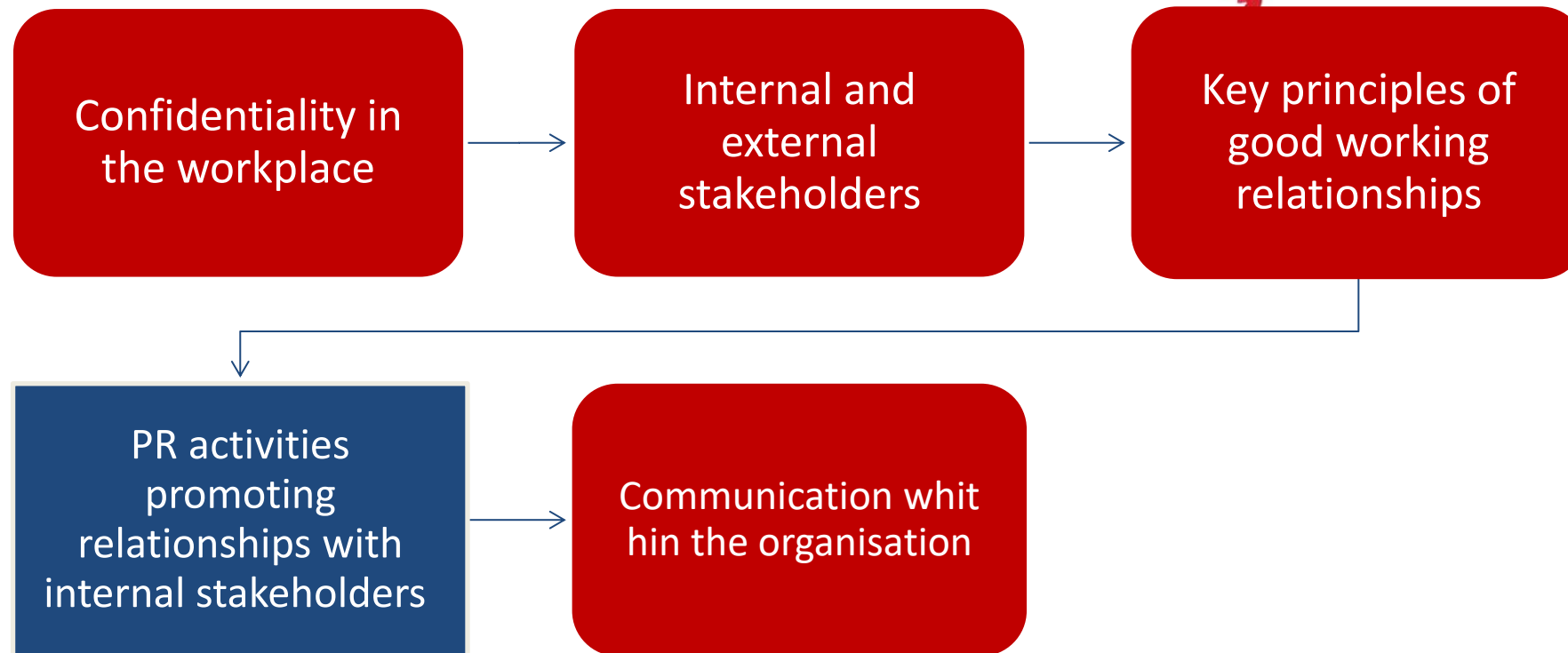
**LO3.7 Demonstrate the ability to recall the key principles of data protection, security and confidentiality within the workplace and in the business environment and apply these principles effectively and efficiently.**

**LO3.8: Demonstrate the ability to recall the key principles of good relationships with customers and other external stakeholders, demonstrate competence in applying these principles in a clear and effective way. Be able to perform Public Relations activities to improve workplace relations, for example acknowledging birthdays, name days and other special occasions**

**LO3.9: Demonstrate the ability to recall the key principles of good working relationships within the organisation and demonstrate competence in applying these principles in a clear and effective way within the organisation. Be able to perform Public Relations activities to improve workplace relations, for example acknowledging birthdays, name days and other special occasions.**



# Route Map





# Confidentiality in the workplace

## Definition

- Keeping client and business information private
- Treating all the information you come across as confidential
- What you see and hear in the workplace stays at work. No information can be told to anyone outside the workplace
- Accessing files only if given permission. No confidential material or files can leave a business.
- Not discussing business dealings outside the place of work.

**Legal action may be taken against a person or organisation that reveals client and business information.**

# Confidentiality in the workplace

- 
- Health Records
  - Information Privacy
  - Privacy

# Methodological Tool I



**Confidentiality in the Workplace**  
**E-EUPA\_LO\_3.7\_M\_001**



So...

Why is confidentiality important?

Because there are **personal information** that must not be shared, such as medical issues, personal issues (eg., divorce) which cause discomfort when discussed. **The employer as well as the co-workers should respect this.**



# Confidentiality in the workplace

The personal assistant will often come across confidential information

- Related to the rest of the employees
- Related to the manager himself/ herself

To be on the safe side

- You should NEVER disclose any information to anybody unless it is absolutely necessary for your work or their work.
- If you are not sure JUST ASK!



# General principles

- Make sure that confidential information is effectively protected against improper disclosure when it is disposed of, stored, transmitted or received
- If you disclose confidential information, you should release only as much information as is necessary for the purpose
- You must make sure that other people to whom you disclose information understand that it is given to them in confidence which they must respect

# Methodological Tool II



**Violating Confidentiality**  
**E-EUPA\_LO\_3.7\_M\_002**

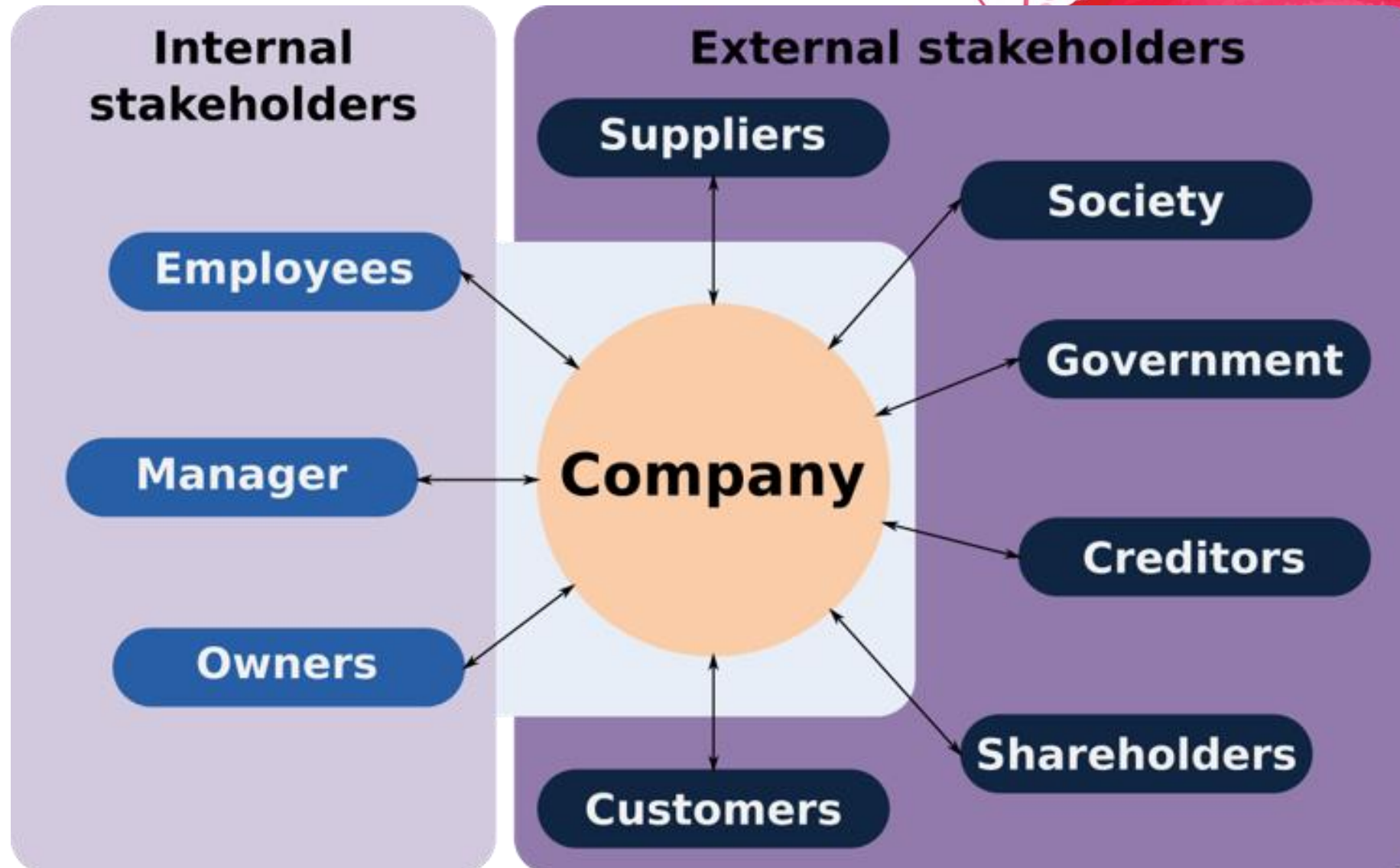


## Stakeholders

Are people who have a vested interest in the company.



# Internal and external stakeholders






# Internal and external stakeholders



**Internal stakeholders: employees, managers, owners / shareholders.** → All effected by wages and job stability as well as other benefits. Managers may get bonuses, so they want the business to be successful. The owners/ shareholders want the best for the company so that they gain more money.



# Internal and external stakeholders



**External Stakeholders:** customers, suppliers, the Government.

Involved with the company but not employed directly by the company. Customers are interested in prices and quality of the product. Suppliers are interested in the success and stability of the company so they can ensure they will have customers in the future. The Government is interested because companies pay taxes and have to comply with the law when employing people.



# Identify three important customers - stakeholders

- “Hi Sheila! Can you book me a flight ticket for Paris this Saturday morning”?
- “Mr. Duchovny your credit balance is out of date”.
- Mary, can we send flowers today to all people named Andrew in the office?



Travel Agent

Banker

Florist

# Importance and benefits of positive relationships

- 
- A woman with blonde hair in a ponytail, wearing a white long-sleeved shirt, is sitting at a wooden desk. She is looking at a laptop screen and has her hands on a keyboard. A small black and white dog is sitting on the desk next to her. In the background, there is a window with a view of greenery. A large red paint splatter is visible in the upper right corner. A rounded rectangle overlay contains a list of benefits.
- Improved Teamwork
  - Improved Employee Morale
  - Retention
  - Increased Productivity



# Key principles of good working relationships

## Acceptance

- Accept people for who they are
- All people are unique, and this is a good thing



# Key principles of good working relationships

## Respect

- Treat all people with respect
- Do not manipulate others
- Respect others' right to be who and what they are and do not try to change them



## Understanding

- Have a clear understanding of yourself and others
- Try to appreciate and understand the differences that make each individual unique and special



## Transparency

- Be open and honest
- Allow and encourage others to be themselves
- Promote a feeling of openness
- Do not permit predisposition, prejudgment or prejudices to stand in the way of open and harmonious relationships.





# Key principles of good working relationships

## Non-judgment

- Do not judge
- Accept and practice the belief that we are all different and unique
- Approach others with the attitude that there are more dimensions to a given situation than simply “right” or “wrong.”
- Expect and embrace these differences of perception as opportunities to learn

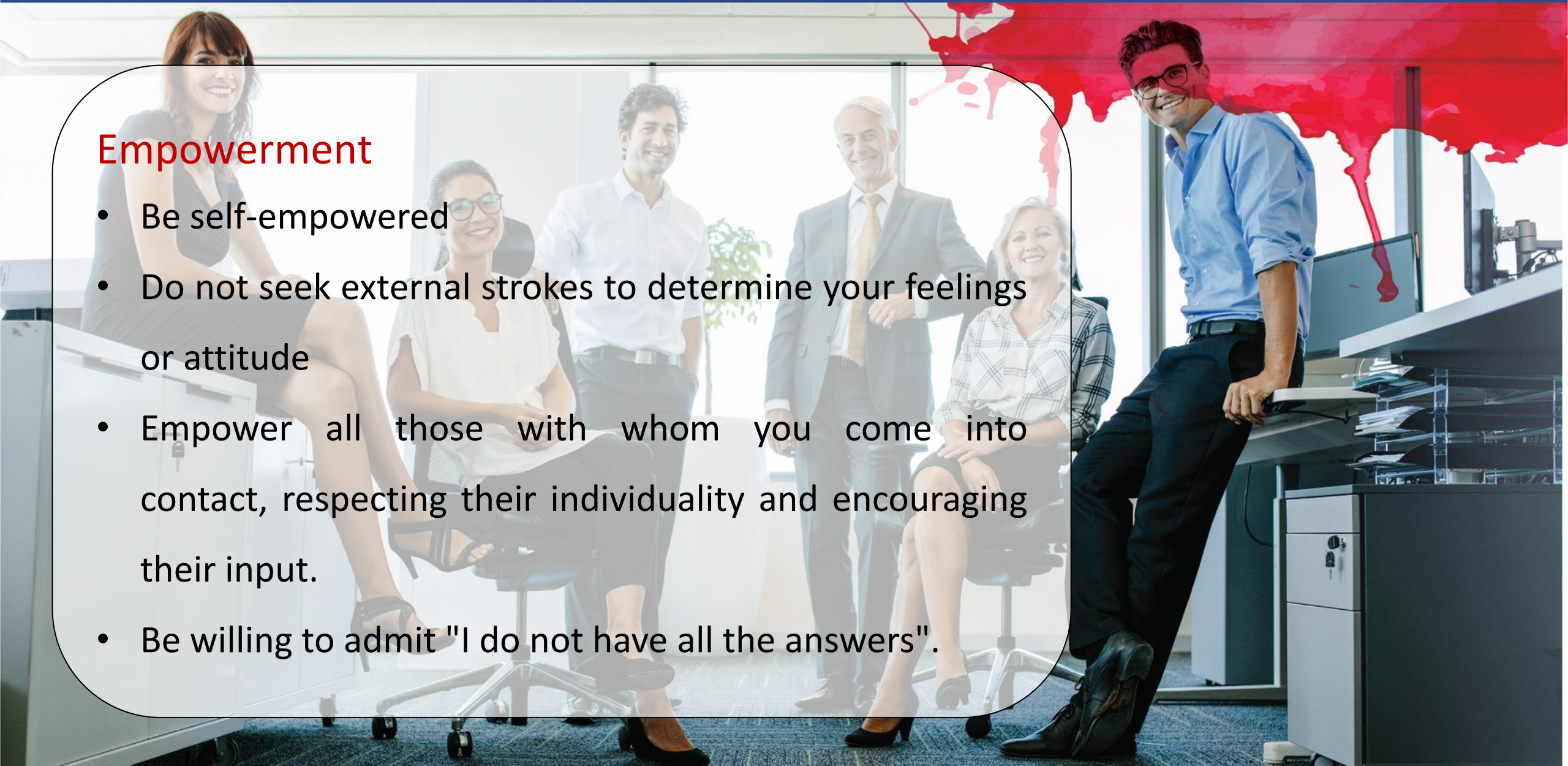




# Key principles of good working relationships

## Empowerment

- Be self-empowered
- Do not seek external strokes to determine your feelings or attitude
- Empower all those with whom you come into contact, respecting their individuality and encouraging their input.
- Be willing to admit "I do not have all the answers".





# Key principles of good working relationships

## Trust

- Operate from a fundamental basis of honesty
- Be honest with others
- Proactively promote an environment which invites open discussion, differing points of view
- Maintain confidentiality when others confide in us



# Understand the relationships with customers and other internal stakeholders

- Having a friendly image and good relationships at work was the answer to one of the twelve key questions that predicted job satisfaction.
  - **PR Activities**
    - Remember birthdays, name days, etc.
  - **Meet co-workers personally outside work**
  - **Keep in touch**
  - **Be friendly**
  - **Show sincere interest (e.g., you know that one of your co-worker's child was ill - ask about his/her health), but be discrete**



# How to maintain relationships with key stakeholders



# Good behaviour at the workplace

Employee behaviour: an employee's reaction to a particular situation at workplace

Employees need to behave sensibly at workplace to:

- Gain appreciation and respect from others
- Maintain a healthy work culture
- Never shout on fellow workers
- Spread rumours
- Criticize your boss
- Be polite and speak softly
- Remember that you are not the only one working



Positive workplace relationships: vital for career success.

Relationships can positively or negatively affect your satisfaction with the job, your ability to advance and gain recognition for your achievements.

- When you build positive relationships, you feel more **comfortable with your interactions and less intimidated by others**. You feel a closer bond to the people you spend the majority of your working-time with.

## Need for positive working relationships

- More productive
- Better psychology
- More customer oriented







**Good behavior**



better working environment  
higher client orientation

# Remember Name Days, Birthdays and special dates

## What do employees think about it?

Michael:

It is best not to start the birthday celebration thing. My boss is right. If he wants to recognise their work or contribution, he can do it by giving them a bonus at the end of the year.

Peter:

I think that it is a good thing. It makes you feel important and a part of the team. My manager always gets us a card and a small present (chocolate usually). I think it is lovely and I feel appreciated.



# Methodological Tool III



**Improving poor working relationships**  
**Scenario**  
**E-EUPA\_LO\_3.9\_M\_001**

# Written apology

A written apology is sometimes needed

**Especially in the case of:**

- Customer complaint
- Disagreement with a supplier



# All communication methods are possible

## Although,

- Written communication is considered to be more formal than verbal
  - But an email is less formal than corporate letters, etc.

## Formal language is required

- Slang is not acceptable
- Attention to plural and singular



# Example

Dear Mr. Stevenson,

I would like to sincerely apologize for posting some fake Lego ads that aroused a series of anxiety and disgust on internet. I did not realise that the ads I had received through email were spam.

My apologies to the respected brand of Lego.

Yours sincerely,  
Tate Philips



# How effective are you in applying all of these?

Try to get feedback from the internal and external customers, regarding your PR activities. Did they enjoy the party *(you will realize that they did not enjoy it if they do not come next year)*.

Try to continuously improve the quality your daily work.

# PR activities promoting relationships with internal stakeholders

- Outings
- Parties
- Invite their families
- Events
- Lunches
- Dinners
- Team sports





# PR activities promoting relationships with external stakeholders, pt. 1: planning

- Define the audience: List the key stakeholders
- Define the requirements: "What do they want to know?"
- Build a communications schedule: Flexible yet consistent
- Define the medium of communication  
An appropriate medium should be selected to ensure the information is delivered successfully.
- Prepare the content



# PR activities promoting relationships with external stakeholders, pt. 2: implementing

## PR research

- Surveys
  - phone
  - email
  - face to face interviews
- Focus groups
- Feedback
- Online fora
- Database analysis



**WE NEED TO UNDERSTAND  
THEIR NEEDS FIRST!**



# PR activities promoting relationships with external stakeholders, pt. 2: implementing

- Direct mail or online informational output
- Social activities
  - E.g. Outings, parties, dinners/lunches, events
  - Christmas cards, birthday /nameday wishes, etc.
- Newsletters
- Charity/Corporate social responsibility



# Methodological Tool IV




**Understanding PR activities for External  
Stakeholder Relations  
E-EUPA\_LO\_3.8\_M\_001**





# Communication within the organisation

- 
- **Oral communication**
    - Telephone
    - Speaking directly to an employee
  - **Face-to-face communication**
    - Visiting the office by arrangement (timesaving)
    - Team briefings
    - Meetings
    - Presentations.



# Communication within the organisation

- **Online communication**

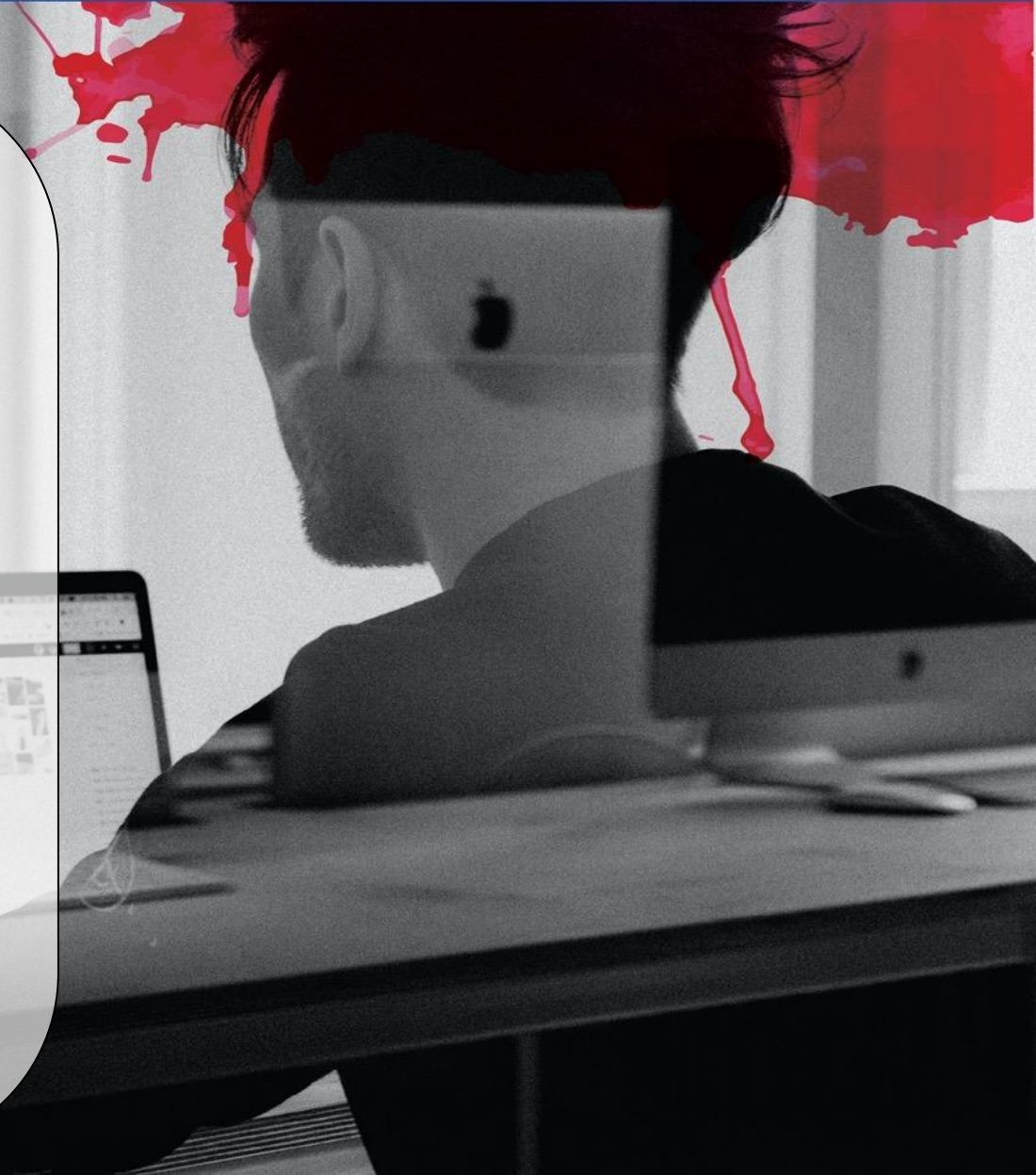
- internal e-mails
- Internal chat
- Internal online calls

A cheap, quick and efficient means of communication.

- **Written communications**

- Internal memos, staff magazines, notices or posters on staff notice boards.

Not a very common means of communication today





# Revision Questions

- List examples where principles of confidentiality should be taken into consideration.
- Why is confidentiality important? Identify external stakeholders in an organization.
- Describe how to treat other people in a way that respects their abilities, background, values, customs and beliefs.
- What are the key principles that you follow to build good working relationships within the organization?
- List several PR activities. How can they promote effective relationships within the organization?



## Confidentiality

- Keeping client and business information private
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## Key principle of good working relationships

- Acceptance
- Respect
- Understanding
- Transparency
- Non-judgment
- Empowerment
- Trust





**WELL DONE!**

**You have completed Unit 3.3 - Part A**



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