

Module 7 – Social and Behaviour Change- Child Protection

Session 2: Qualities of a good communicator

Duration: 1:19 minutes

Understanding Competency

Let us first understand competency means?

- Competency can be defined as the ability of a person to carry out an activity or a task effectively, producing the desired results.

Let us understand the essential ingredients that constitute competency?

- We can say that competency consists of three key elements:
 - Knowledge of the task
 - Skills to perform the task and
 - Right values and attitudes that enable one perform the task well.

Let us deconstruct these elements further

- In simple term 'knowledge' is information, facts or understanding about something.
- A '**skill**' means that you are able to do something. In the case of a communicator, the skills required are good communication skills.
- While Values are derived from social and cultural customs and determines what is right, wrong, good and unjust and what should the behavioral qualities be of people such honesty, integrity. Attitudes are the response that is the result of values. Attitudes are our likes and dislikes for things, people and objects and arise from our personal experience.