



TECHNICAL COMMUNICATIONS PROGRAM

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DACUM Skill Rating Scale

- 1 - Can perform some parts of this skill satisfactorily but requires assistance and/or supervision to perform the entire skill.
- 2 - Can perform this skill satisfactorily but requires periodic assistance and/or supervision.

- 3 - Can perform this skill competently without assistance or supervision.
- 4 - Can perform this skill competently with more than acceptable speed and/or quality and can teach the skill to others.

COMMUNICATE WITH OTHERS A

Define the audience A1	Listen actively A2	Accept feedback A3	Evaluate feedback A4	Use acronyms appropriately A5	Respond to inquiries A6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Select communication method A7	Interpret non-verbal communication A8	Collaborate with others A9	Clarify details A10	Explain your role A11	Demonstrate appropriate non-verbal communication A12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Plan and run a meeting A13	Participate in meetings A14	Adapt to audience A15	Deliver presentations A16	Train / mentor others A17	Provide feedback A18
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Influence others A19	Speak confidently A20	Adapt your level of formality to the audience A21	Communicate using plain language A22		
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4		

**CONDUCT
RESEARCH
B**

Apply appropriate research techniques B1	Use a variety of research sources B2	Use professional networks B3	Conduct interviews B4	Validate information and data (fact checking) B5	Determine information requirements B6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Evaluate information B7	Work with subject matter experts B8	Summarize findings B9	Present results B10	Interpret technical drawings B11	Develop personas B12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

**CREATE
DELIVERABLES
C**

Develop training materials C1	Develop policies (manuals) C2	Develop procedures (S.O.P.) C3	Develop discussion papers C4	Develop service level agreements C5	Draft communication plans C6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Develop business cases C7	Develop presentations C8	Develop white papers (case studies) C9	Develop scripts C10	Develop web content C11	Develop marketing materials C12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Develop public relations materials C13	Develop media lines (sound bites, media and news releases, talking points) C14	Develop reports C15	Develop FAQs C16	Create glossaries C17	Create style guides C18
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Develop front-line communications (i.e., emails) C19	Develop videos C20				
1 2 3 4	1 2 3 4				

CREATE AND
MANAGE CONTENT
D

Create content for a variety of end uses				Develop reusable content				Develop metadata				Create graphics				Present content appropriately				Update content			
D1				D2				D3				D4				D5				D6			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Develop content management processes				Develop document management processes				Maintain content				Conduct an impact assessment				Manage documents				Conduct usability tests			
D7				D8				D9				D10				D11				D12			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

WRITE
E

Apply grammar rules				Apply appropriate writing styles (persuasion, information, instruction)				Consider the audience's needs				Follow specifications and standards				Create outlines				Use a variety of style guides			
E1				E2				E3				E4				E5				E6			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Write concisely				Spell correctly				Write for a variety of media				Use punctuation correctly				Make appropriate word choices				Write a variety of document types			
E7				E8				E9				E10				E11				E12			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Write in plain language				Consider translation needs / requirements																			
E13				E14																			
1	2	3	4	1	2	3	4																

MANAGE PROJECTS
F

Consult with internal and external stakeholders	Set goals	Define scope of project	Manage timelines and milestones	Manage budgets	Organize resources
F1	F2	F3	F4	F5	F6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Balance multiple demands of project	Manage quality	Estimate time and resources	Manage deadlines	Manage risk	Motivate others
F7	F8	F9	F10	F11	F12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Communicate issues to higher authority	Provide status reports	Manage work breakdown structure	Use a variety of project management methodologies (e.g., waterfall, agile)	Create a project plan	Identify deliverables
F13	F14	F15	F16	F17	F18
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Identify sponsors					
F19					
1 2 3 4					

LAYOUT / DESIGN
DOCUMENTS
G

Use appropriate document layout (e.g., lists, headings, tables)	Use templates	Create templates	Use appropriate white space	Use current layout and design conventions	Develop taxonomies
G1	G2	G3	G4	G5	G6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Design for readability	Design for translation	Use graphics appropriately	Design for accessibility	Design for usability	
G7	G8	G9	G10	G11	
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	

EDIT
H

Proofread				Ensure consistent organization				Analyze content (e.g., text, flow, etc.)				Ensure compliance to standards and specifications				Ensure message matches intent				Ensure content conveys intended message			
H1				H2				H3				H4				H5				H6			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Ensure content meets audience needs				Ensure compliance to style guide				Ensure consistency / alignment across deliverables				Ensure content is appropriate to media				Propose changes				Demonstrate attention to detail			
H7				H8				H9				H10				H11				H12			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

MANAGE YOUR
CAREER
I

Create and update resume				Use accounting skills				Demonstrate entrepreneurial skills				Keep skill set current				Read and interpret business contracts				Take ownership of professional development			
I1				I2				I3				I4				I5				I6			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Network				Maintain work/life balance				Write cover letters (i.e., for resumes)															
I7				I8				I9															
1	2	3	4	1	2	3	4	1	2	3	4												

USE TECHNOLOGY
AND SOFTWARE
J

Use spreadsheets J1 1 2 3 4	Use authoring software J2 1 2 3 4	Use presentation software J3 1 2 3 4	Use social media tools J4 1 2 3 4	Use internet and email software J5 1 2 3 4	Compare and evaluate software J6 1 2 3 4
Use document management systems J7 1 2 3 4	Use content management systems J8 1 2 3 4	Use illustration software to create images J9 1 2 3 4	Extract data from CAD and other specialized software J10 1 2 3 4	Modify existing images J11 1 2 3 4	Use video production tools / software J12 1 2 3 4
Research implications of technological advances J13 1 2 3 4	Use video conferencing equipment J14 1 2 3 4	Use office equipment (photocopiers, scanners, printers, plotters, data J15 1 2 3 4	Communicate with IT / software developers J16 1 2 3 4	Use tagging languages (e.g., xhtml, html, etc.) J17 1 2 3 4	Create cascading style sheets J18 1 2 3 4
Manipulate electronic photographs J19 1 2 3 4	Develop websites J20 1 2 3 4	Manage websites J21 1 2 3 4	Use a variety of content delivery devices (e.g., smart phones, tablets, J22 1 2 3 4		

DEMONSTRATE
BUSINESS SKILLS
K

Identify business communication needs K1 1 2 3 4	Comply with legal requirements K2 1 2 3 4	Participate in developing communication strategies K3 1 2 3 4	Communicate legal and regulatory requirements in plain language K4 1 2 3 4	Comply with organizational policies and procedures K5 1 2 3 4	Negotiate K6 1 2 3 4
Make recommendations K7 1 2 3 4	Apply basic math skills K8 1 2 3 4	Conduct information / training sessions K9 1 2 3 4	Explain impact of technological advances on business communications K10 1 2 3 4		

DEMONSTRATE
PROFESSIONAL
BEHAVIOUR
L

Demonstrate courtesy and tact L1	Respect others L2	Respect organization culture L3	Represent your organization L4	Build and maintain relationships L5	Demonstrate punctuality L6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Work independently and teams L7	Manage expectations L8	Demonstrate assertiveness L9	Manage conflict L10	Set priorities L11	Demonstrate accountability L12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Manage stress L13	Meet deadlines L14	Respect differences L15	Act within scope of responsibility L16	Think critically L17	Behave ethically L18
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Manage change L19	Adapt to change L20	Work under pressure L21	Demonstrate leadership skills L22	Take initiative L23	Demonstrate integrity L24
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Manage changing priorities L25	Act confidently L26	Maintain quality standards L27	Use appropriate etiquette L28	Demonstrate patience L29	Demonstrate ambition / drive L30
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Shift focus L31	Act on feedback L32				
1 2 3 4	1 2 3 4				