

Route: Digital and Creative and Design (KSBs)

This document is intended for use with Trailblazer groups as a tool to support writing knowledge, skills and behaviour statements and grading descriptors. Statements and descriptors can be contextualised and altered where relevant to the subject sector and are dependent on the chosen assessment method. Suggestions offered should be seen as a starting point for further refinements. Changes to command verbs may need to be applied in line with the assessment method used.

Theme	Level	Knowledge statement	Skills statement	Behaviour	Pass grade descriptor	Distinction grade descriptor
Health and safety	2-3	Health and Safety at work legislation relevant to working in the environment.	Follow health and safety at work legislation.	Works safely and is aware of key health, safety, and welfare issues and their impact on day-to-day activities	Comply with health and safety legislation, regulations, guidelines and procedures.	n/a
Health and safety	4-5	Health and Safety at work legislation relevant to working in the environment and your responsibilities.	Apply health and safety measures policies and procedures such as.....(COSHH, PPE, reporting incidents, waste product disposal and environmental impact, risk and hazard awareness).	Take personal responsibility for and promote health and safety.	Take personal responsibility when applying and promoting health and safety legislation, regulations, guidelines and procedures.	n/a
Health and safety	6-7	Health and Safety at work legislation relevant to working in the environment and your impact.	Leading people to ensure they apply health and safety measures policies and procedures such as.....(COSHH, PPE, reporting incidents, waste product disposal and environmental impact, risk and hazard awareness).	Take responsibility for and ensure that others assume similar responsibility for health and safety.	Take responsibility when applying and promoting health and safety legislation, regulations, guidelines and procedures, ensuring others assume similar responsibility.	n/a
Interpersonal skills	2-3	Communication techniques and approaches to interact with stakeholders.	Use communication techniques to interact with stakeholders.	Flexible in dealing with new and changing situations.	Selects communication techniques that support interaction with stakeholders in new and changing situations.	Explains the impact of communication techniques used in new and changing situations.
Interpersonal skills	4-5	Coaching, mentoring and feedback techniques.	Coach, mentor and give feedback to a colleague or stakeholder to improve performance or business need.	n/a	Explains the impact of coaching and mentoring to improve performance.	Evaluates the impact of coaching and mentoring on performance.
Interpersonal skills	6-7	Coaching strategies and training plans to help others improve.	Develop and implement coaching strategies and training plans to help others improve.	Positive engagement to enable working and collaborating in multi-disciplinary teams.	Evaluates own coaching and training provision in improving own and others performance in multi-disciplinary teams.	Critically evaluates coaching and training activities and explains impact on own and wider organisation.
Stakeholder engagement	2-3	Approaches to stakeholder engagement.	Build relationships with stakeholders.	Work collaboratively with stakeholders.	Uses stakeholder engagement approaches to build relationships.	Explains the effectiveness of building relationships with stakeholders.
Stakeholder engagement	4-5	Principles of stakeholder engagement.	Build and develop multiple and diverse stakeholder relationships.	Work collaboratively with external stakeholders and others across the organisation.	Demonstrates the ability to work collaboratively with stakeholders to build effective relationships.	Evaluates the impact of relationships on own and wider organisation.

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Stakeholder engagement	6-7	Strategies, concepts and theories of stakeholder engagement.	Use behavioural insights to build, develop and manage multiple and diverse stakeholder relationships.	Work strategically with external stakeholders and others across the organisation.	Evaluates the impact of stakeholder relationships on own role and the wider organisation.	Evaluates the impact of relationships on own role and organisation.
Sustainability	2-3	Approaches to sustainability and the efficient use of resources.	Ensure resources are used efficiently and responsibly.	Take personal responsibility for their own sustainable working practices. Or Consider the impact on the environment when using resources and carrying out work.	Describes how they ensure resources are used efficiently and responsibly.	n/a
Sustainability	4-5	Principles of sustainability considering the implications for work (including climate change and the move to net carbon zero).	Apply sustainability principles when using resources for example, efficient use of resources, waste minimisation.	Take personal responsibility for and promote sustainable working practices. Or Consider the impact on the environment when using resources and carrying out work.	Takes personal responsibility when applying the principles of sustainability in-line with organisational requirements.	n/a
Sustainability	6-7	Strategies to support current and evolving sustainability practices (including personal responsibilities, such as carbon consciousness, the government's goal to net-zero carbon emissions by 2050 and how these will impact on the organisation).	Implement and contribute to the development of sustainable processes and practices within their organisation.	Lead by example being an advocate for change and sustainable approaches.	Explains how the sustainable processes and practices are developed and implemented within their organisation.	Critically evaluates the impact of the sustainable processes and practice on the organisation.
Wellbeing	2-3	The basics of wellbeing and where to go for support.	Raise any wellbeing issues or concerns.	Take personal responsibility for own wellbeing.	Describes the importance of wellbeing and recognising own needs and explains how they access support structures when required.	n/a
Wellbeing	4-7	Approaches to employee wellbeing working practices.	Support others to deal with wellbeing issues, to develop personal resilience and know how to access organisational support mechanisms.	Champions the wellbeing of colleagues whilst committed to developing personal resilience.	Evaluates the different approaches to wellbeing to maintain professional effectiveness of self and team.	n/a
Communication	2-3	Communication techniques. Plain English principles.	Communicate with others for example, internal and external customers, colleagues, and managers.	Supportive of the needs and concerns of others, for example relating to diversity and inclusion.	Explains how they communicate with, in a way that is suitable for the context and supports task completion.	n/a

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Communication	4-7	Different communication skills and strategies to maximise understanding for individuals.	Communicate using different skills and strategies to maximise understandings for individuals.	n/a	Adapts different communication skills and strategies to maximise understanding for individuals.	Critically evaluates the impact of different communications skills and strategies to maximise understanding for individuals.
Equity, Diversity, and Inclusivity	2-3	Principles of equity, diversity, and inclusion in the workplace.	Follow equity, diversity, and inclusion principles and rules.	Support an inclusive workplace	Describes how they follow and support equity, diversity, and inclusion rules in their workplace.	n/a
Equity, Diversity, and Inclusivity	4+	Principles of equity, diversity, and inclusion in the workplace. Unconscious bias.	Apply equity, diversity, and inclusion procedures.	Support an inclusive workplace for example, respectful of different views.	Explains how they apply equity, diversity, and inclusion procedures to support inclusion in the workplace, taking account of unconscious bias.	Evaluates the benefits of supporting a diverse and inclusive culture for the business.
Equity, Diversity, and Inclusivity	5+	The Equality Act - requirements on organisations.	Apply and promote policies and practices to support equity, diversity, and inclusion.	Support an inclusive workplace for example, respectful of different views.	Explains how they apply and promote policies and practices which support equity, diversity, and inclusion in the workplace in line with the Equality Act.	Justifies their approach to equity, diversity, and inclusion in terms of impact.
Equity, Diversity, and Inclusivity	5+	The Equality Act - requirements on organisations. Social inclusion practices. Reasonable adjustments to support accessibility.	Encourage a diverse and inclusive culture.	Support an inclusive workplace for example, respectful of different views.	Explains how they encourage and support a diverse and inclusive culture considering social inclusion practices, reasonable adjustments, and the impact of unconscious bias.	n/a
Project Management	2-3	The roles, responsibilities and interdependencies of different parties in a project and your role within this.	Supports plans and projects.	Ownership and personal responsibility for work. Plans work and manages time.	Explains how they support plans and projects and manages their time when taking ownership and personal responsibility for their own work.	n/a
Project Management	4-5	The project lifecycle.	Agree and monitor objectives and work plans with teams and individuals.	n/a	Explains how the project cycle was used to monitor workplans for the team and individual's objectives	n/a
Project Management	4-5	Project management techniques, monitoring and principles.	Manage projects on time and budget. (TB to add further details).	Managing objectives and working to deadlines.	Describes the project management techniques used to deliver projects to time and budget.	Evaluates how project has been delivered to time and budget and the lessons learned to inform improvements.
Project Management	6-7	Project management strategies, techniques including monitoring.	Use project management techniques (could include matrix management) and tools to manage and monitor projects.	n/a	Describes the project management strategies and technique used to deliver and monitor projects to the required specification.	Evaluates how projects have been delivered to the required specification and the lessons learned to inform improvements.
Project Management	6-7	Change management strategies and techniques (including risk management, risk registers.	Lead change, create an environment for innovation, creativity, establishing the value of ideas and change initiatives driving continuous improvement.	n/a	Describes the change management strategies used to manage risk.	Evaluates how risks are managed, and the change management lessons learned to inform improvements.

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Project Management	6-7	Change management methods, models and techniques.	Lead change, create an environment for innovation and creativity, establishing the value of ideas and change initiatives driving continuous improvement.	n/a	Describes the change management methods, models and techniques used to lead a change to drive continuous improvement.	Evaluates change management process, the impact on continuous improvement and the lessons learned to inform improvements.
Leadership & Management	4-5	Principles of people management.	Manage and mentor individuals or teams, and support training and development needs.	n/a	Uses management principles to manage and mentor individuals and teams.	Evaluates impact of management principles to improve individual and team performance.
Leadership & Management	6-7	Strategies to manage change (organisational mission, culture and values).	Develop and lead a strategy to manage change.	n/a	Explains how they have developed and implemented change management within their organisation.	Critically evaluates the impact of change management on individuals and the organisation.
Leadership & Management	6-7	The theory of leadership styles, and the impact these can have on individuals and the organisation.	Provide leadership to individuals and the organisation.	Models leadership behaviours acting as an example to others.	Explains their own leadership style and the impact on individuals and the organisation.	Critically evaluates leadership styles and the impact on individuals and the organisation.
Research & Data Management	2-7	Ways to use, record and store data and information securely and in line with General Data Protection Regulation and local and national policies.	Use, record and store data and information related to individuals and organisation securely and in line with General Data Protection Regulation and local and national policies.	Acts diligently, with respect to individuals' and organisational data, the right to privacy and security.	Uses technology when recording and storing data and information related to individuals in line with General Data Protection Regulation (GDPR) requirements, and local and national policies.	n/a
Research & Data Management	2-7	Internal data sources and their organisational use.	Undertakes version control when managing information.	Participates in research opportunities to maintain up-to-date awareness of industry standards and recent developments.	Explains how version control and information is accurately managed to support own and organisation's work.	n/a
Research & Data Management	4-7	Methods for collecting research and sector-relevant information sources e.g. mail lists, publications, newsletters, social media and industry forums.	Select and use software to manage data and undertake research projects.	Acts responsibly to keep internal data sources up-to-date and secure.	Explains how research and sector-relevant information sources were collated, analysed and interpreted.	Evaluate research and sector-relevant information sources to inform research projects.
Research & Data Management	4-7	Modes of representing data and research for relevant technical and non-technical stakeholders (e.g. graph, charts, stories).	Represent and communicate data and research for technical and non-technical stakeholders (e.g. graph, charts, stories).	n/a	Explains how research and technical information were communicated to stakeholders in a format that met their needs.	Evaluates the impact of the analysis and presentation of research on stakeholders and lessons learned and improvements.
Research & Data Management	3-7	Common sector-relevant information sources and databases (e.g. mail lists, publications, newsletters, social media and industry forums).	Use sector relevant information sources and databases to support own and organisational work.	n/a	Explains how sector information sources and databases are used to meet own and organisational work.	Evaluates the impact of sector information sources and lessons learned and improvements made.

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Research & Data Management	2-7	Software and applications for data management and analysis (e.g. excel, access).	Analyse, interpret and apply research findings to own and others' practice.	n/a	Explains the software and data management applications used to analyse and apply research findings to own practice.	Evaluates the impact of software and data management applications to own practice, the lessons learnt, and improvements made.
Research & Data Management	4-7	Principles of research and different interpretive and analytical techniques (e.g. thematic, quantitative and qualitative analysis).	Undertake applied research to benefit the project or business.	n/a	Evaluate methodologies used when conducting research to meet project/business needs.	n/a
Continuous Professional Development (CPD)	2	Learning and development opportunities including the benefits of keeping up to date with emerging technologies.	Carry out and record learning and development activities.	Seek learning and development opportunities and keep up to date with emerging technologies.	Describes learning and development they have completed and recorded to support competence in their role.	n/a
Continuous Professional Development (CPD)	3	Opportunities for continuing professional development (CPD) in own sector to maintain occupational competency.	Plan how to meet personal and organisational development. Evaluate CPD outcomes against any plans made.	Committed to CPD to maintain and enhance competence in their own area of practice.	Explains their approach to CPD where commitment is shown in their personal log of activities.	n/a
Continuous Professional Development (CPD)	5-6	How to support the continuous development requirements and training and learning needs of people they work with.	Undertake reviews of own and others development needs. Plan and record development activity to meet personal and organisational objectives.	Committed to maintaining and enhancing competence of self and others through CPD.	Explains their approach to CPD where commitment is shown in their personal log of activities.	n/a
Continuous Professional Development (CPD)	7	The importance of identifying and evaluating organisational and own learning and development need.	Plan how to meet personal and organisational development. Evaluate CPD outcomes against any plans made.	n/a	Explains the extent to which plans for personal and organisational development meet organisational objectives.	n/a
Tools and production	2-3	The manufacture, construction, service and repair of (specific to occupation).	Select tools to construct, service and repair [specific to occupation].	Acts responsibly whilst using tools and equipment demonstrating an awareness of associated risks and hazards.	Selects tools suitable for the construction, service and repair of (specific to occupation) whilst acting responsibly and demonstrating an awareness of risks and hazards.	n/a
Tools and production	2-4	Manufacturing processes, techniques, materials, tools and equipment.	Select processes, techniques, materials, tools and equipment to manufacture or repair (specific to occupation).	n/a	Selects the correct materials, tools, equipment, process and techniques to manufacture or repair specific to occupation).	n/a

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Tools and production	2-3	The safe use of tools and equipment relevant to [specific role] and according to industry practice.	Select and use the appropriate tools, equipment and materials for construction (such as paper, wood, papier mâché, foam, wire, metal, rubber, acrylic and/or soft materials).	n/a	Demonstrates the safe use of relevant tools, equipment and materials.	Evaluates the impact of the incorrect use of relevant tools, equipment and materials.
Tools and production	2-3	How to select the appropriate tools and equipment for the job. Principles used to select the correct tools and equipment for tasks.	Set up, use and maintain hand and machine tools appropriate to (specify role).	n/a	Describes the range of tools and equipment available and how to identify and use the correct one(s) for each task to company requirements.	Evaluates the impact of incorrect identification, maintenance of tools and equipment.
Tools and production	4	Properties of, and selection criteria for tools and equipment.	Interpret and compare performance information to choose compliant tools and equipment.	n/a	Explains the performance and safe use of relevant tools and equipment.	Evaluates the impact of the incorrect maintenance and use of relevant tools and equipment.
Tools and Production	6-7	Research techniques for sourcing products, tools and materials, throughout the process.	Evaluate the manufacturing process, tools and techniques and recommendation on sourcing alternatives.	n/a	Explains how tools and materials and sourced and research supporting their choice.	Evaluates the impact of poor research when sourcing tools and materials.
Digital tools	2-7	The benefits of digital tools (e.g. business efficiency, cost/time saving, customer satisfaction, competitive advantage, and security).	Use digital tools, software support own and or organisation's work. (e.g. techniques for basic fault finding, research, collaboration, project planning and continuous professional development).	n/a	Explains\demonstrates the digital tools used to support own and or organisations work.	n/a
Digital tools	3-7	The benefits of data driven technologies according to ethical, legal and professional practices.	Identify where data driven technologies can be used (e.g. to automate workplace processes).	n/a	Demonstrates the data driven technologies used to improve processes.	Evaluates the impact of the data driven technologies on the processes, lessons learnt, and improvements made.
Digital tools	3-7	The benefits of digital tools in analysing data.	Use digital tools to manipulate and analyse data and use it as supporting evidence, prediction or hypothesis when presenting resolutions to problems at work.	n/a	Explains the benefits of digital tools in analysing data and how they use these digital tools to manipulate and analyse data, using it as supporting evidence, prediction or hypothesis when presenting resolutions to problems at work.	n/a
Digital tools	2-7	Digital tools and techniques for (e.g., research, collaboration, continuous professional development and resolution of problems) in own workplace. (TB will need to contextualise for tasks and level).	Use digital tools and techniques for (e.g. research, collaboration, continuous professional development and resolution of problems) in own workplace. [TB will need to contextualise for tasks and level].	n/a	Uses digital tools and techniques for in their own workplace.	n/a

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Intellectual property and confidentiality	2-7	Principles of intellectual property rights (IPR) and confidentiality and how they are applied within the (creative/digital) industries.	Maintain commercial confidentiality and professional practice.	Maintain commercial confidentiality and professional practice, at all times, and in all settings.	Explains how they maintain commercial confidentiality and professional practices, whilst using their knowledge of the principles of IPR and how they are applied within the (creative/digital) industries.	n/a
Finance and budget	2-5	Principles of resource management.	Efficient use of resources, time and materials.	Acts responsibly for budget constraints and works within these.	Explains how they act responsibly, efficiently and to budget constraints when working with resources, time and materials.	n/a
Finance and budget	6-7	Budget management techniques.	Commission and manage the budget to achieve business objectives.	Creative, innovative and enterprising when seeking solutions to business needs.	Explains how they commission and manage the budget whilst working innovatively and enterprisingly to achieve business objectives and seeking solutions to business needs.	n/a