

## ***Definitions of Information Advice & Guidance (IAG) according to NCFE***

### ***INFORMATION***

Information is considered to be any fact, set of facts or knowledge. Information is communicated by others or obtained by personal study or investigation.

- From leaflets or articles regarding your organisation.

Information is factual and not based on opinion or one person's point of view; therefore it is normally something you can rely on.

### ***ADVICE***

Advice is a recommendation and is not always based on fact. Advice is normally given if a person provides more information about their situation.

Examples of advice within the workplace include:

- A recommendation to speak to a certain department or person
- A recommendation of who to speak to based on a question or information provided by the client. (For example, a client explaining they have had problems with their rubbish collection and are unsure who to speak to, you may well advise them to speak to the refuse department.)

Advice is based on the person's experience and knowledge. Advice is not always based on information and therefore can often be wrong or misguided. It is important to be as accurate as possible when giving advice to clients.

Advice is normally based on short conversations and is not normally reviewed once given.

### ***GUIDANCE***

Guidance is commonly known as the act of guiding, leading or providing direction. Guidance is often carried out over a long period of time. It is normally given by an experienced and appropriately qualified person, such as a careers' advisor or counsellor.

Examples of guidance within the workplace could be:

- A newly appointed member of staff being given a mentor within that organisation.
- A housing advisor helping a client and explaining the different options available to them.

### **The key differences between information, advice and guidance**

**Information** in the workplace is often obtained by:

- Clients either coming into the workplace in person or by calling on the telephone to ask questions. (For example, 'What are your opening times?' or 'Could you give me the phone number for...').

The main differences between information, advice and guidance are listed in the table below.

	Fact or Judgement	Experience needed	Qualification needed	One off or reviewed
Information	Fact	No	No	One off
Advice	Judgement	Yes	No	One off
Guidance	Judgement	Yes	Normally	Reviewed

As you can see from the table above, information is factual and is normally given by someone who knows the answer. It does not normally require any experience or qualifications and is normally not reviewed. Examples of information are opening times of a department or the name of the complaints manager. Information may be given by junior members of the team.

**Advice** is based on a person's judgement rather than fact. It is normally given by people with experience who do not always need a specific qualification and again is not normally reviewed. For example, a senior member of the helpdesk advising a client of the best person to talk to.

**Guidance** is also based on a person's judgement rather than fact. It is normally given out by more experienced members of staff with a specific qualification and is reviewed over time. For example, a careers' officer giving guidance to a client regarding work opportunities

#### KEY FACT

- Information is considered to be any fact or set of facts or knowledge either communicated by others or obtained by personal study or investigation.
- Advice is recommended with some action and is not always based on fact.
- Guidance is commonly known as the act of guiding, leading or providing direction.