

UNIT CODE	PSPGEN070
UNIT TITLE	Persuade and influence opinion
APPLICATION	<p>This unit describes the performance outcomes, skills and knowledge required to persuade and influence opinion in high-level workplace communication for working at a senior level with internal and external clients, colleagues and other staff.</p> <p>This unit applies to those working in generalist and specialist roles within the public sector.</p> <p>Those undertaking this unit work autonomously consulting others as required, performing sophisticated tasks in a range of contexts.</p> <p>The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.</p> <p>No occupational licensing, certification or specific legislative or certificate requirements apply to this unit at the time of publication.</p>
PREREQUISITE UNIT	Nil
COMPETENCY FIELD	General
UNIT SECTOR	

ELEMENTS	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>

1. Prepare for high level communication.	<p>1.1 Clarify communication objectives, confirm those to be present and identify communication mode.</p> <p>1.2 Anticipate the likely attitudes of and positions to be taken by those present on the matters under discussion.</p> <p>1.3 Consider communication styles of those to be present and assess their effect on the tone and likely progress of the discussion.</p> <p>1.4 Undertake critical self-evaluation of communication strengths and vulnerabilities and compare with other participants in planned encounters.</p> <p>1.5 Research and organise subject matter, identify key messages and plan tactics to use personal strengths and maximise outcomes.</p>
2. Critically analyse and respond to opinions.	<p>2.1 Listen to others critically and responsively to evaluate complex levels of meaning in spoken communication and to identify bias or unsupported argument.</p> <p>2.2 Note tone, style, non-verbal elements and points of view of speakers and consider their use in influencing and affecting particular outcomes.</p> <p>2.3 Analyse reaction to speakers and their point of view to identify and manage emotional triggers and maintain objectivity.</p> <p>2.4 Welcome opposing or challenging views and examine them for their value in achieving the same ends.</p> <p>2.5 Examine communication for subtext, significant inclusions and exclusions, values, attitudes and assumptions.</p> <p>2.6 Explore complex concepts and ideas to clarify understanding, and to challenge and justify interpretations based on underlying assumptions, beliefs and values.</p>
3. Persuade and influence others.	<p>3.1 Choose a communication approach to maximise effect with the given audience.</p> <p>3.2 Assert sustained points of view with determination and conviction.</p> <p>3.3 Modify content and approach when speaking to an unresponsive audience, and handle diversions and unexpected questions confidently.</p> <p>3.4 Use a variety of verbal and non-verbal behaviour to explain abstract ideas and expand on complex issues.</p> <p>3.5 Respond to complex questions and arguments with reasoned explanation.</p> <p>3.6 Handle disagreements or conflicting personalities objectively and negotiate agreements where possible, concluding with positive summaries of achievement.</p>
4. Reflect on and hone communication strategies	<p>4.1 Seek feedback from others, assess outcomes and analyse underlying interactions and motivations.</p> <p>4.2 Analyse own vulnerability to emotional and other seductive appeals dispassionately.</p> <p>4.3 Articulate and use lessons learnt to underpin future interactions.</p> <p>4.4 Develop and practise sophisticated language structures and features that influence audiences.</p> <p>4.5 Explore and practise creative and innovative communication strategies for a range of workplace applications.</p>

FOUNDATION SKILLS

<i>Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.</i>	
SKILLS	DESCRIPTION
Self-management skills to:	<ul style="list-style-type: none"> ■ demonstrate sophisticated control over oral, visual and written formats, drawing on a range of communication practices to achieve goals.
Initiative and enterprise skills to:	<ul style="list-style-type: none"> ■ adapt personal communication style to show respect for the opinions and values of others ■ use effective language and presentation features to maintain effectiveness of interaction in different contexts.
UNIT MAPPING INFORMATION	Release 1: Supersedes and is not equivalent to PSPGEN070 Persuade and influence opinion.
LINKS	Companion Volume Implementation Guide

TITLE	Assessment Requirements for PSPGEN070 Persuade and influence opinion
PERFORMANCE EVIDENCE	<p>Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and on at least one occasion:</p> <ul style="list-style-type: none"> ■ apply legislation, regulations and policies relating to communication in the public sector ■ analyse and use language structures and features that influence the interpretation of spoken communication ■ interact responsively, critically and confidently with both a familiar and unfamiliar group on specialised topics in a formal and informal workplace situation.

KNOWLEDGE EVIDENCE	<p>Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:</p> <ul style="list-style-type: none"> ■ public sector legislation including WHS and environment, regulations, policies, procedures and guidelines relating to communication in the public sector ■ the relationship between power and effect of spoken language ■ communication tone, structure, style and impact on others ■ inclusive language and communication techniques ■ emotional intelligence: <ul style="list-style-type: none"> ○ principles and strategies ○ attributes, including self-awareness, self-management, social awareness and relationship management ■ strategies for communicating with a diverse workforce that has varying expressions of emotion.
---------------------------	--

ASSESSMENT CONDITIONS	<p>Skills must be demonstrated in either a:</p> <ul style="list-style-type: none">■ workplace environment or■ simulated environment. <p>Simulated assessment environments must simulate the real-life working environment where the skills and knowledge within this unit would be utilised, with all the relevant equipment and resources of that working environment.</p> <p>Assessment must ensure access to:</p> <ul style="list-style-type: none">■ legislation, policy, procedures and protocols relating to public sector communication■ current theory and practice on influencing skills for the public sector. <p>Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.</p>
LINKS	Companion Volume Implementation Guide