UNIT CODE	**PSPWPI007**
UNIT TITLE	**Represent and promote the organisation**
APPLICATION	This unit describes the performance outcomes, skills and knowledge required to represent and promote the organisation in different settings by using a range of communication strategies to achieve desired outcomes.
	This unit applies to those working independently as representatives for their organisation, while, performing complex tasks in a range of familiar contexts.
	The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.
	No occupational licensing, certification or specific legislative or certificate requirements apply to this unit at the time of publication.
PREREQUISITE UNIT	Nil
COMPETENCY FIELD	Workplace inspection
UNIT SECTOR	

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Represent the organisation	1.1 Promote a professional image of the organisation. 1.2 Adapt information on issues, policies and practices for different audiences in terms of its range, depth and form of presentation, and communicate orally and in writing. 1.3 Develop and provide advice within the area of responsibility. 1.4 Seek feedback on clients' levels of understanding and use additional information or explanation to clarify issues if required.

2. Use communication strategies to achieve desired outcomes	2.1 Tailor communication strategies to the audience and the context. 2.2 Adjust communication strategies and content in response to feedback from clients. 2.3 Brief additional personnel, as needed, to assist with a strategy, outlining the expected outcomes and their responsibilities in achieving them. 2.4 Advise clients of processes and timelines for receiving information when issues are referred to others for advice on complex matters.
3. Build and maintain networks and relationships	3.1 Allocate time to establish and maintain networks and work relationships. 3.2 Identify and access information, key people and networks to assist in achieving work outcomes. 3.3 Establish and maintain communication channels and exchange information and ideas to provide benefits for clients and the organisation.

FOUNDATION SKILLS	
Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.	
SKILLS	**DESCRIPTION**
UNIT MAPPING INFORMATION	Release 1: Supersedes and is equivalent to PSPWPI007 Represent and promote the organisation.
LINKS	Companion Volume Implementation Guide

TITLE	**Assessment Requirements for PSPWPI007 Represent and promote the organisation**
PERFORMANCE EVIDENCE	Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and provide evidence of performance on at least one occasion for each of the following: ■ communicate with audiences, requiring adaptation of style and language ■ question to confirm understanding ■ interpret complex written materials ■ present information ■ facilitate groups ■ use mediation ■ undertake conflict resolution.

KNOWLEDGE EVIDENCE	Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit: ■ organisational policy, procedures and legislation ■ organisational code of conduct.

ASSESSMENT CONDITIONS	Skills must be demonstrated in either: ■ a workplace environment or ■ a simulated environment. 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. Assessment must ensure access to: ■ organisation, policy, procedures and protocols relating to representing the organisation. Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.
LINKS	Companion Volume Implementation Guide