



Australian Government

PSPGEN102 Persuade and influence opinion

Release: 1

PSPGEN102 Persuade and influence opinion

Modification History

Supersedes and is not equivalent to PSPGEN070 Persuade and influence opinion.

Application

This unit describes the performance outcomes, skills and knowledge required to persuade and influence opinion in high-level workplace communication with internal and external clients, colleagues and other staff.

This unit applies to those working in senior generalist and specialist roles within the public sector. Those undertaking this unit work autonomously, consulting others as required. They perform sophisticated tasks in a range of 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 requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

General

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1. Prepare for high- level communication.
 - 1.1. Clarify communication objectives, confirm those to be present and identify communication mode.
 - 1.2. Anticipate likely attitudes of, and positions to be taken by, those present on the matters under discussion.
 - 1.3. Consider communication styles of those to be present and assess their effect on tone and likely progress of the discussion.
 - 1.4. Undertake critical self-evaluation of communication strengths and vulnerabilities and compare with other participants in the planned discussions.
 - 1.5. Research and organise subject matter, identify key messages and plan tactics to use personal strengths and maximise outcomes.
2. Critically analyse and respond to opinions.
 - 2.1. Listen to others critically and responsively to evaluate complex levels of meaning in spoken communication and to identify bias or unsupported argument.
 - 2.2. Note tone, style, non-verbal elements and points of view of speakers and consider their use in influencing and affecting particular outcomes.
 - 2.3. Analyse reaction to speakers and their point of view to identify and manage emotional triggers and maintain objectivity.
 - 2.4. Welcome opposing or challenging views and examine them for their value in achieving the same ends.
 - 2.5. Examine communication for subtext, significant inclusions and exclusions, values, attitudes and assumptions.
 - 2.6. Explore complex concepts and ideas to clarify understanding, and to challenge and justify interpretations based on underlying assumptions, beliefs and values.

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| 3. Persuade and influence others. | <ul style="list-style-type: none">3.1. Choose a communication approach to maximise effect with the given audience.3.2. Assert sustained points of view with determination and conviction.3.3. Modify content and approach when speaking to an unresponsive audience, and handle diversions and unexpected questions confidently.3.4. Use a variety of verbal and non-verbal behaviour to explain abstract ideas and expand on complex issues.3.5. Respond to complex questions and arguments with reasoned explanation.3.6. Handle disagreements or conflicting personalities objectively and negotiate agreements where possible, concluding with positive summaries of achievement. |
| 4. Reflect on and hone communication strategies. | <ul style="list-style-type: none">4.1. Seek feedback from others, assess outcomes and analyse underlying interactions and motivations.4.2. Analyse own behaviours and reactions to others to identify opportunities to improve own skills4.3. Articulate and use lessons learnt to underpin future interactions.4.4. Develop and practise sophisticated language structures and features that influence audiences.4.5. Explore and practise creative and innovative communication strategies for workplace applications. |

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

Initiative and enterprise skills to:

DESCRIPTION

- adapt personal communication style and strategies to shift the position of others in relation to achieving goals.

Unit Mapping Information

Supersedes and is not equivalent to PSPGEN070 Persuade and influence opinion.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=bebbece7-ff48-4d2c-8876-405679019623>