



Australian Government

BSBLDR503 Communicate with influence

Release: 1

BSBLDR503 Communicate with influence

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to present and negotiate persuasively, lead and participate in meetings and make presentations to customers, clients and others.

It applies to managers and leaders who identify, analyse, synthesise and act on information from a range of sources, and who deal with unpredictable problems. They use initiative and judgement to organise the work of self and others and plan, evaluate and co-ordinate the work of teams.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Management and Leadership - Leadership

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Communicate clearly	1.1 Confirm the authority or mandate to present business views or position 1.2 Respect protocols and confidentiality of information 1.3 Clarify the audience information needs and prepare a position 1.4 Use language that is appropriate for the audience 1.5 Use active listening to seek stakeholder and other organisation input and achieve a balanced exchange of views 1.6 Seek immediate feedback to ensure that the views expressed by all stakeholders have been understood

ELEMENT	PERFORMANCE CRITERIA
2. Present and negotiate persuasively	2.1 Identify key individuals and target groups for their value to advance the business interests 2.2 Prepare realistic positions and supporting arguments in advance in anticipation of the likely expectations and tactics of others 2.3 Respect values, concerns and views of others and keep lines of communication open 2.4 Acknowledge differences of opinion to encourage the rigorous examination of all options 2.5 Use a variety of communication styles to present business positions to best effect 2.6 Seek mutually beneficial solutions by establishing areas of common ground and potential compromise 2.7 Keep negotiations focused on key issues and moving forward towards a final resolution 2.8 Adhere to agreements in order to maintain the credibility and trust of others
3. Participate in and lead, meetings effectively	3.1 Identify the need for meetings and program meetings in response to the need 3.2 Use an agenda and efficient, inclusive meeting procedures to maximise participation and maintain order 3.3 Prepare summaries of key issues and possible options disseminated in advance 3.4 Achieve agreed outcomes in the available time by co-operating with and seeking consensus and compromise 3.5 Outcomes of meetings are promptly summarised for action and distributed to stakeholders, as required
4. Make presentations at meetings, forums and conferences	4.1 Select appropriate forums to present business positions to best effect 4.2 Obtain reliable information and advice to prepare appropriate presentations. 4.3 Adapt language, explanations, media and information/entertainment balance to meet the needs of the audience 4.4 Respond to questions openly and honestly

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Writing	2.2, 3.3, 3.5, 4.2	- Prepares documentation that accurately summarises key findings or outcomes for own use and for distribution to others - Prepares presentations appropriate to audience needs, context and purpose
Oral Communication	1.4, 1.5, 1.6, 2.5	- Selects appropriate and engaging vocabulary adjusting language and presentation features to maintain effectiveness of interaction - Uses active listening and questioning to seek information and confirm understanding
Navigate the world of work	1.2	Understands the implications of legal and ethical responsibilities to maintain confidentiality
Interact with others	1.1-1.6, 2.3, 2.4, 2.8, 4.3, 4.4	- Demonstrates sophisticated control over oral, visual and/or written formats, drawing on a range of communication practices to achieve goals - Selects and uses appropriate conventions and protocols when communicating with team members - Adapts personal communication style to build trust and positive working relationships and to show respect for the opinions and values of others - Plays a lead role in situations requiring effective negotiation and collaboration, demonstrating high level conflict resolution skills and ability to engage and motivate others
Get the work done	2.1, 2.2, 2.6, 3.1-3.5, 4.1, 4.2	- Plans, organises and implements complex tasks required to achieve required outcomes - Uses analytical processes to evaluate options, and aid in problem-solving and decision-making

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBLDR503 Communicate with influence	Not applicable	New unit	No equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBLDR503 Communicate with influence

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Performance Evidence

Evidence of the ability to:

- negotiate and present persuasively
- communicate clearly with business associates, client groups and others to position the business to best effect including listening actively, understanding the information needs of others and adapting communication to suit the audience
- prepare for, participate in, and lead meetings to obtain outcomes
- prepare and make presentations to groups of people including:
 - identifying suitable forums for presentations
 - presenting reliable information
 - designing the presentation to meet the needs of the audience
 - answering questions.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain the business and organisational protocols for the release of information and communicating internally or externally
- explain the requirements to maintain confidentiality in the workplace
- identify industry, media and government organisations, events and communication channels relevant to the organisation
- demonstrate principles of cross-cultural communication
- explain principles of negotiation, mediation, conflict resolution and incident de-escalation
- describe structured and inclusive meeting procedures.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the management and leadership field of work and include access to:

- relevant workplace documentation and resources
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

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