



Australian Government

BSBLDR513 Communicate with influence

Release: 1

BSBLDR513 Communicate with influence

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 3.0.

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 other key stakeholders.

It applies to managers and leaders who are required to identify, analyse, synthesise and act on information from a range of sources, and who deal with unpredictable problems as part of their job role. 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 authority to present material on behalf of a business, in accordance with organisational policies and procedures 1.2 Identify information that may be subject to confidentiality and manage appropriately 1.3 Identify information needs of audience and prepare a position in line with purpose of communication 1.4 Use language, written or verbal, that is appropriate for the audience 1.5 Use active listening to seek stakeholder and intra-organisational

ELEMENT	PERFORMANCE CRITERIA
	input to achieve a balanced exchange of views
2. Present and negotiate persuasively	2.1 Map stakeholder landscape, identifying key individuals and target groups in line with organisational objectives 2.2 Prepare realistic positions and supporting arguments in advance of the likely expectations and tactics of others 2.3 Acknowledge differences of opinion to encourage the rigorous examination of all options 2.4 Use a variety of communication styles to present business positions to best effect 2.5 Seek mutually beneficial solutions by establishing areas of common ground and potential compromise 2.6 Keep negotiations focused on key issues and moving forward towards a final resolution
3. Participate in and lead meetings effectively	3.1 Identify the need for any meetings and schedule meetings in response to the need 3.2 Prepare materials relating to key issues and disseminate in advance 3.3 Develop and circulate an agenda, and use efficient, inclusive meeting procedures to maximise participation and maintain order 3.4 Achieve agreed outcomes in the available time by co-operating with and seeking consensus and compromise 3.5 Summarise outcomes of meetings for action and distribute to stakeholders promptly, as required
4. Make presentations at meetings, forums and conferences	4.1 Identify appropriate forums to present business positions, in line with organisational objectives 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, honestly, and in accordance with organisational policies

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Writing	- 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	- 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	Understands the implications of legal and ethical responsibilities to maintain confidentiality
Interact with others	- 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	- 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
BSBLDR513 Communicate with influence	BSBLDR503 Communicate with influence	Updates to elements, performance criteria and assessment requirements	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 BSBLDR513 Communicate with influence

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Performance Evidence

Evidence of the ability to:

- review organisational policies to determine information that may be subject to confidentiality
- negotiate and present persuasively
- identify relevant stakeholder groups
- communicate clearly with key stakeholders 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 fora for presentations
 - presenting reliable information
 - designing the presentation to meet the needs of the audience
 - answering questions clearly and concisely.

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

Knowledge Evidence

The candidate must be able to demonstrate the following knowledge to effectively complete the tasks outlined in the elements and performance criteria of this unit, and to manage tasks and reasonably foreseeable contingencies in the context of the work role:

- Key industry, media and government organisations, events and communication channels that are relevant to the organisation
- Key principles of cross-cultural communication
- Key features of various techniques for negotiation, mediation, conflict resolution and incident de-escalation

- Key features of structured and inclusive meeting procedures
- Key features of relevant organisational objectives
- Key features of relevant organisational policies and procedures, including in relation to the confidentiality of information.

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 of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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