



Australian Government

PSPGEN070 Persuade and influence opinion

Release: 1

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Modification History

Release	Comments
1	This unit was released in PSP Public Sector Training Package release 1.0 and meets the Standards for Training Packages. This unit supersedes and is equivalent to PSPGOV605A Persuade and influence opinion. • Unit code updated • Content and formatting updated to comply with new standards • All PC transitioned from passive to active voice

Application

This unit describes the skills 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. It includes preparing for high-level communication, critically analysing and responding to opinions, persuading and influencing others, and reflecting on and honing communication strategies.

This unit applies to those working in generalist and specialist roles within the public sector.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Those undertaking this unit would work autonomously consulting others as required, performing sophisticated tasks in a range of contexts.

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

Competency Field

General

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe	Performance criteria describe the performance needed to demonstrate

the essential outcomes	achievement of the element. Where bold italicised text is used, further information is detailed in the range of conditions section.
1. Prepare for high-level communication	1.1 Clarify communication objectives, confirm those to be present and identify communication mode. 1.2 Anticipate the 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 the tone and likely progress of the discussion. 1.4 Undertake critical self-evaluation of communication strengths and vulnerabilities and compare with other participants' in planned encounters. 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, socio-cultural 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.
3. Persuade and influence others	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	4.1 Seek feedback from others, assess outcomes and analyse

hone communication strategies	underlying interactions and motivations. 4.2 Analyse own vulnerability to emotional and other seductive appeals dispassionately. 4.3 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 a range of workplace applications.
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Foundation Skills

Foundation skills are embedded within the elements and performance criteria of this unit.

Unit Mapping Information

This unit supersedes and is equivalent to PSPGOV605A 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>

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