



**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"><li>3.1. Choose a communication approach to maximise effect with the given audience.</li><li>3.2. Assert sustained points of view with determination and conviction.</li><li>3.3. Modify content and approach when speaking to an unresponsive audience, and handle diversions and unexpected questions confidently.</li><li>3.4. Use a variety of verbal and non-verbal behaviour to explain abstract ideas and expand on complex issues.</li><li>3.5. Respond to complex questions and arguments with reasoned explanation.</li><li>3.6. Handle disagreements or conflicting personalities objectively and negotiate agreements where possible, concluding with positive summaries of achievement.</li></ul> |
| 4. Reflect on and hone communication strategies. | <ul style="list-style-type: none"><li>4.1. Seek feedback from others, assess outcomes and analyse underlying interactions and motivations.</li><li>4.2. Analyse own behaviours and reactions to others to identify opportunities to improve own skills</li><li>4.3. Articulate and use lessons learnt to underpin future interactions.</li><li>4.4. Develop and practise sophisticated language structures and features that influence audiences.</li><li>4.5. Explore and practise creative and innovative communication strategies for workplace applications.</li></ul>                                                                                                                                                                       |

## 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>

# Assessment Requirements for PSPGEN102 Persuade and influence opinion

## Modification History

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

## 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 on at least one occasion:

- apply legislation, regulations and policies relating to communication in the public sector
- analyse and use language structures and features that influence the interpretation of spoken communication; and
- interact responsively, critically and confidently on specific topics with a:
  - familiar group
  - unfamiliar group

each in a formal and informal workplace situation to reach an agreed position.

## Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- public sector legislation, regulations, policies, procedures and guidelines relating to communication
- relationship between power and effect of spoken language
- communication tone, structure, style and impact on others
- inclusive language and communication techniques
- emotional intelligence:
  - principles and strategies
  - attributes, including self-awareness, self-management, social awareness and relationship management
- key factors that combine to influence the interpretation of spoken communication, including:
  - personal beliefs, attitudes and values
  - group dynamics
  - language features and structures
  - non-verbal elements
- strategies to address the key factors that combine to influence the interpretation of spoken communication.

## Assessment Conditions

Skills must be demonstrated in the workplace or in a simulated environment that reflects workplace conditions.

Assessment must ensure access to:

- public sector legislation, regulations, policies, procedures and guidelines relating to communication
- resources and equipment of the working environment.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

## Links

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