# Influential Communication

Competency Statement Examples

**Definition**: Uses a range of effective communication techniques to adapt communication to the audience, build consensus, seek mutual agreement, and explore alternatives to reach outcomes that gain the support and cooperation of all parties; actively listens and demonstrates genuine interest and empathy to others.

Previous Competencies: Communication and Persuasiveness/Facilitation

## Academic Programs/Services

**Job Family: Educational Programs/Services**

**Job Path: Educational Program Professional**

**Job Template: Educational Program Coordinator/P3**

| Proficient | Advanced | Expert |
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| • Responds to inquiries about program policies, procedures, and requirements within established guidelines, ensuring timely and accurate information is provided to students, faculty, and staff.<br>• Communicates clearly and effectively in both verbal and written forms to successfully facilitate the coordination of office operations and program logistics.<br>• Engages in active listening during interactions with students, faculty, and staff, showing patience and respect while addressing their needs and concerns.<br>• Presents compelling arguments in support of program decisions, clarifies situations openly, and addresses concerns appropriately to ensure smooth program operations. | • Adjusts communication style to suit different situations and audiences, ensuring clear explanations of program policies, procedures, and requirements.<br>• Provides clear guidance on complex or sensitive program topics, helping students, faculty, and staff understand and agree to solutions.<br>• Understands the audience's needs and adjusts communication to effectively share program details, objectives, and logistics.<br>• Presents strong arguments on key program issues and guides discussions towards agreement by positively handling differing viewpoints. | • Explains complex program information and policies, ensuring they align with university goals and requirements.<br>• Ensures understanding by regularly following up and clearly communicating program processes, logistics, and financial details.<br>• Presents strong arguments for program initiatives, helping students, faculty, and staff agree during planning and execution.<br>• Gains support for program solutions by addressing objections and highlighting the benefits of proposed strategies. |

## Administrative Services

**Job Family: Administrative Programs/Services**

**Job Path: Administrative Program Professional**

**Job Template: Administrative Program Support 1/P1**

| Proficient | Advanced | Expert |
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| • Adapts communication to cater to the specific needs of diverse colleagues, managers, supervisors, and other personnel within the department.<br>• Efficiently handles inquiries from staff and visitors through responding promptly to inquiries, providing accurate information, and directing individuals to the appropriate contacts.<br>• Uses straightforward and concise language when assisting managers, supervisors, and personnel with routine administrative tasks, ensuring clarity and mutual understanding.<br>• Updates managers and supervisors on administrative tasks' progress, ensuring they are well-informed and supportive. | • Establishes and maintains collaborative relationships by seeking feedback from managers, supervisors, and staff, fostering an environment of mutual trust and continuous improvement.<br>• Collaborates with various university offices to reconcile discrepancies in records and data through effectively communicating with departments to make necessary corrections.<br>• Facilitates constructive dialogue to resolve departmental conflicts, achieving mutually agreeable solutions through effective communication skills.<br>• Communicates department updates effectively through email newsletters and announcements to faculty, students, and staff. | • Acts as a knowledgeable resource by explaining policies and procedures to colleagues, ensuring clarity and adherence through effective communication that builds trust and cooperation.<br>• Facilitates communication and collaboration between multiple departments, ensuring that projects that require cross-functional cooperation run smoothly.<br>• Presents difficult information in a clear and understandable manner to colleagues, managers, and key stakeholders to ensure understanding and alignment on critical issues. |

## Arts & Curatorial Services

**Job Family: Theater**

**Job Path: Production**

**Job Template: Theater Production Specialist/P3**

| Proficient | Advanced | Expert |
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| • Communicates event details and technical requirements well to team members and visiting troupes, ensuring all parties understand schedules, budgets, and logistics.<br>• Responds promptly and effectively to inquiries from local and international troupes regarding the use of facilities and equipment.<br>• Listens to concerns from production staff and visiting groups, showing patience and respect in all interactions. | • Adapts communication style to suit different situations and audiences, ensuring clarity when explaining technical aspects of productions and facility usage.<br>• Provides clear and insightful guidance on complex or sensitive production topics, fostering understanding and agreement among team members and visiting troupes.<br>• Perceives the needs of the audience accurately and adjusts communication accordingly to effectively convey production | • Presents complex production information and clarifies policies well, ensuring alignment with university goals and safety regulations.<br>• Ensures thorough understanding by regularly following up and clearly communicating complex production processes, logistics, and technical details.<br>• Presents multiple compelling arguments in support of production initiatives, facilitating consensus among team members. |

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| • Presents clear and compelling arguments in support of production decisions, addressing any concerns openly and professionally. | details and technical requirements. <br> • Presents persuasive arguments on key production issues, guiding discussions towards consensus through positive facilitation of differing viewpoints. |

## Communication & Marketing

**Job Family: Communication and Marketing**

**Job Path: Publicity/Marketing**

**Job Template: Publicity/Marketing Coordinator/P3**

| Proficient | Advanced | Expert |
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| • Keeps colleagues informed and collaborates effectively by sharing updates on ongoing marketing activities. <br> • Uses clear, concise communication to effectively convey marketing ideas and updates, ensuring team understanding and support. <br> • Adapts promotional materials and messages to the specific needs and preferences of different audiences, emphasizing key benefits to gain support and engagement. <br> • Listens to feedback, showing genuine interest and empathy in communications with colleagues and stakeholders. | • Adjusts communication styles to meet the preferences of various stakeholders (colleagues, faculty, students), emphasizing mutual benefits to build consensus and support for marketing initiatives. <br> • Promotes open communication channels across departments to align marketing strategies with broader organizational goals, fostering cohesive teamwork. <br> • Delivers compelling presentations that address concerns and highlight advantages to gain stakeholder support. <br> • Employs strong conflict resolution skills to diplomatically resolve disagreements within the marketing team and with external stakeholders. | • Establishes a strategic vision for marketing initiatives, persuading stakeholders by aligning departmental goals with institutional objectives and market trends. <br> • Leads the department's communication strategy by setting a clear vision and guiding the team in executing complex marketing campaigns and initiatives. <br> • Mentors team members in advanced marketing and communication techniques, cultivating a culture of continuous learning and innovation within the marketing department. |

**Job Family: IT Support Services**

**Job Path: Computer Support**

**Job Template**: Computer Support Technician 2/P6

| Proficient | Advanced | Expert |
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| • Utilizes clear, precise language to explain technical issues and solutions, ensuring all explanations are accessible to both technical and non-technical staff.<br>• Exhibits patience and respect during interactions with colleagues and clients, ensuring all parties feel heard and valued.<br>• Presents well-structured and compelling arguments to support recommended solutions, effectively addressing any concerns raised by stakeholders.<br>• Documents procedures, techniques, and system improvements clearly, making technical information accessible and understandable for a wide audience. | • Provides clear and insightful consultation, fostering understanding and agreement among technical and functional staff on complex topics.<br>• Delivers persuasive, well-reasoned arguments on key technical issues, positively facilitating discussions to achieve consensus among diverse viewpoints.<br>• Adapts language and examples to enhance audience comprehension of IT policies and requirements, ensuring all stakeholders are well-informed. | • Communicates advanced technical concepts and systems integration to senior management, ensuring alignment with university goals and IT best practices.<br>• Monitors IT solution effectiveness and communicates findings to stakeholders, showing commitment to ongoing improvement.<br>• Customizes technical explanations for various audiences, providing detailed reports for IT staff and high-level summaries for senior management. |

**Job Family: Facilities Management**

**Job Path: Facilities**

**Job Template: Senior Facilities Professional/P6**

| Proficient | Advanced | Expert |
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| • Tailors communication to suit the audience's level of understanding, promoting compliance and safety awareness.<br>• Advises design professionals, project managers, consultants, and contractors on optimal design strategies to achieve building and fire code compliance. | • Adapts communication strategies for complex project challenges to ensure clarity and alignment with goals.<br>• Leads discussions and negotiations on project scope and design, persuading diverse stakeholders towards consensus.<br>• Incorporates stakeholder feedback into project plans, improving outcomes through | • Articulates strategic project plans aligned with university goals and regulatory requirements.<br>• Cultivates trust with stakeholders through transparent communication, guiding architectural decisions and ensuring smooth project execution.<br>• Ensures understanding through regular follow-up and clear |

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| • Simplifies complex policies, fire safety standards, and building codes for stakeholders, using clear examples and practical scenarios to enhance comprehension and encourage adherence. | proactive communication and conflict resolution. | communication of complex project processes, budget constraints, and compliance matters.<br>• Builds support for project solutions by addressing objections and highlighting the benefits of proposed designs and strategies. |

## Laboratory and Research Operations

**Job Family: Laboratory**

**Job Path: Laboratory**

**Job Template: Laboratory Technician 2/P3**

| Proficient | Advanced | Expert |
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| • Explains laboratory procedures and safety protocols clearly to students and staff, ensuring comprehension and adherence.<br>• Responds promptly to inquiries, using clear and understandable language to address technical issues and provide guidance.<br>• Listens to colleagues and students, demonstrating patience and respect during interactions.<br>• Presents well-structured arguments to support recommended methods and procedures, addressing any concerns effectively. | • Guides and consults on advanced technical issues, fostering understanding and agreement among faculty and students.<br>• Perceives the needs of the audience and adjusts communication to effectively convey technical details and recommendations.<br>• Tailors' language, examples, and technical information to the audience's level of understanding, enhancing comprehension of lab procedures and protocols. | • Presents complex technical information and clarifies laboratory policies, ensuring alignment with university goals and safety practices.<br>• Facilitates thorough understanding by regularly following up and clearly communicating intricate technical processes, safety protocols, and analytical results.<br>• Builds strong support for laboratory solutions by addressing objections effectively and highlighting the benefits of proposed methods and technologies. |

## Library

**Job Family: Library Services**

**Job Path: Librarian**

**Job Template: Library Assistant/P1**

| Proficient | Advanced | Expert |
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| • Adapts communication style and content to suit the needs and preferences of diverse audiences, including faculty, students, and staff.<br>• Addresses library users' concerns about resource access or services with empathy and professionalism, providing prompt solutions.<br>• Creates clear, compelling guides and tutorials that motivate library users to explore and utilize resources, highlighting their practical benefits.<br>• Keeps colleagues and stakeholders informed about relevant library resources, services, and updates. | • Fosters collaboration among library staff, faculty, and researchers by creating opportunities for open and transparent communication.<br>• Delivers compelling presentations and workshops that persuade faculty and students to utilize library resources and services effectively.<br>• Communicates library updates regularly through email newsletters and announcements to faculty, students, and staff.<br>• Writes persuasive messages for newsletters and announcements to encourage adoption of new services and initiatives. | • Tailors' communication strategies for diverse stakeholders, such as faculty, students, and external partners, to foster deeper connections and better support research and learning needs.<br>• Serves as a conflict resolution expert within the library, mentoring junior staff and facilitating constructive solutions for complex interpersonal issues.<br>• Explores and implements emerging communication technologies and platforms to optimize library services for a tech-savvy audience. |

## Student Programs/Services

**Job Family: Advising**

**Job Path: Academic Advising**

**Job Template: Academic Advisor 1/P3**

| Proficient | Advanced | Expert |
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| • Engages students in personalized academic advising sessions, using clear and empathetic communication to guide them through curriculum decisions and career planning.<br>• Effectively communicates academic policies and procedures, ensuring students understand requirements and deadlines, and refers them to appropriate support services as needed.<br>• Listens actively to student concerns, demonstrating | • Adapts communication style to diverse student backgrounds and learning preferences, fostering inclusive and effective advising interactions.<br>• Presents compelling arguments and alternatives during advising sessions, encouraging students to consider various academic paths and opportunities.<br>• Collaborates actively with faculty and staff to implement innovative advising approaches that enhance student engagement and success. | • Communicates complex academic policies and program requirements with clarity and precision, ensuring alignment with institutional goals and student needs.<br>• Leads initiatives to promote student success through collaborative decision-making and consensus-building among diverse stakeholders.<br>• Establishes strategic partnerships with external stakeholders to create academic support programs that meet student |

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| patience and respect, and provides well-informed guidance tailored to individual academic goals. | | needs and help them succeed in their studies. |