12 - Persuasive Communication - The ability to plan and deliver oral and written communications that are impactful and persuasive with their intended audiences.

	Basic	Proficient	Advanced
Professional/ Specialist	• Presents information or data that communicates to others • Uses language and examples that may not always be tailored to the level and experience of the audience • Uses stories, analogies, or examples • Uses graphics or slides that display information • Presents an argument in support of a position	• Identifies and presents information or data that will have a strong effect on others • Selects language and examples tailored to the level and experience of the audience • Selects stories, analogies, or examples to illustrate a point • Creates graphics or slides that display information clearly and with high impact • Presents several different arguments in support of a position	• Identifies and clearly presents specific information or data in such a way that it will have a strong effect on others • Skillfully selects language and specific examples tailored to the level and experience of the audience that improves understanding • Tailors specific stories, analogies, or examples to effectively illustrate a point • Creates graphics or slides that display information clearly, aid in understanding, and have high impact • Efficiently presents several different arguments in clear support of a position that have a strong effect
	Basic	**Proficient**	**Advanced**
Supervisor/ Manager	• Presents information or data that communicates to others • Uses language and examples that may not always be tailored to the level and experience of the audience • Uses stories, analogies, or examples • Uses graphics or slides that display information • Presents an argument in support of a position	• Identifies and presents information or data that will have a strong effect on others • Selects language and examples tailored to the level and experience of the audience • Selects stories, analogies, or examples to illustrate a point • Creates graphics or slides that display information clearly and with high impact • Presents several different arguments in support of a position	• Identifies and clearly presents specific information or data in such a way that it will have a strong effect on others • Skillfully selects language and specific examples tailored to the level and experience of the audience that improves understanding • Tailors specific stories, analogies, or examples to effectively illustrate a point • Creates graphics or slides that display information clearly, aid in understanding, and have high impact • Efficiently presents several different arguments in clear support of a position that have a strong effect

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	Basic	Proficient	Advanced
Director/ Executive	• Presents information or data that communicates to others • Uses language and examples that may not always be tailored to the level and experience of the audience • Uses stories, analogies, or examples • Uses graphics or slides that display information • Presents an argument in support of a position	• Identifies and presents information or data that will have a strong effect on others • Selects language and examples tailored to the level and experience of the audience • Selects stories, analogies, or examples to illustrate a point • Creates graphics or slides that display information clearly and with high impact • Presents several different arguments in support of a position	• Identifies and clearly presents specific information or data in such a way that it will have a strong effect on others • Skillfully selects language and specific examples tailored to the level and experience of the audience that improves understanding • Tailors specific stories, analogies, or examples to effectively illustrate a point • Creates graphics or slides that display information clearly, aid in understanding, and have high impact • Efficiently presents several different arguments in clear support of a position that have a strong effect

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