

*Selling the Message*

To market key points effectively to an audience through:

- using skills essential for public speaking, such as voice projection, eye contact, non-verbal communication;
- responding to a variety of contexts, such as presentations, media interviews or regulatory hearings with appropriate replies and materials;
- convincing an audience — including one that is initially resistant to or uninformed — regarding the message being communicated; and
- responding appropriately to on-the-spot questions, even when specific responses have not been scripted beforehand.

*Communicating in One's Second or Third Official Language*

To communicate in one's second or third official language at an appropriate level (as the need arises) by:

- reading documents such as forms, memos, letters and reports;
- producing and/or translating documents such as memos, letters and reports; and
- listening to and speaking to others.

**Organization Competencies**

*Planning the Work*

To define work goals and formulate specific tasks and milestones by:

- clearly defining objectives, action steps, responsibilities and timelines;
- considering both short-term requirements and long-term solutions and directions; and
- producing detailed, realistic and achievable project plans.

*Measuring Progress*

To monitor performance and results and keep the work on track by:

- gathering information about work activities and external conditions affecting the work;
- checking on the progress and quality of work;
- making modifications in plans where necessary; and
- evaluating the performance of individuals.