



**Australian Government**

# **BSBCMM401 Make a presentation**

**Release: 1**

## BSBCMM401 Make a presentation

### Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0

### Application

This unit covers the skills and knowledge required to prepare, deliver and review a presentation to a target audience.

This unit applies to individuals who may be expected to make presentations for a range of purposes, such as marketing, training and promotions. They contribute well developed communication skills in presenting a range of concepts and ideas.

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

### Unit Sector

Communication – Interpersonal Communication

### Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Prepare a presentation	<p>1.1 Plan and document presentation approach and intended outcomes</p> <p>1.2 Choose presentation strategies, format and delivery methods that match the characteristics of the target audience, location, resources and personnel needed</p> <p>1.3 Select presentation aids, materials and techniques that suit the format and purpose of the presentation, and will enhance audience understanding of key concepts and central ideas</p>

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
	<p>1.4 Brief others involved in the presentation on their roles/responsibilities within the presentation</p> <p>1.5 Select techniques to evaluate presentation effectiveness</p>
2 Deliver a presentation	<p>2.1 Explain and discuss desired outcomes of the presentation with the target audience</p> <p>2.2 Use presentation aids, materials and examples to support target audience understanding of key concepts and central ideas</p> <p>2.3 Monitor non-verbal and verbal communication of participants to promote attainment of presentation outcomes</p> <p>2.4 Use persuasive communication techniques to secure audience interest</p> <p>2.5 Provide opportunities for participants to seek clarification on central ideas and concepts, and adjust the presentation to meet participant needs and preferences</p> <p>2.6 Summarise key concepts and ideas at strategic points to facilitate participant understanding</p>
3 Review the presentation	<p>3.1 Implement techniques to review the effectiveness of the presentation</p> <p>3.2 Seek and discuss reactions to the presentation from participants or from key personnel involved in the presentation</p> <p>3.3 Utilise feedback from the audience or from key personnel involved in the presentation to make changes to central ideas presented</p>

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

<b>Skill</b>	<b>Performance Criteria</b>	<b>Description</b>
Reading	1.1, 1.2, 1.3, 2.2	<ul style="list-style-type: none"> <li>Reviews and analyses documents to identify information relevant to a specific presentation</li> </ul>
Writing	1.1, 3.3	<ul style="list-style-type: none"> <li>Develops material to convey ideas and information to target audience in an engaging way</li> </ul>
Oral	1.4, 2.1, 2.2, 2.3,	<ul style="list-style-type: none"> <li>Presents information using words and non-verbal features appropriate to the audience and context</li> </ul>

Communication	2.4, 2.5, 2.6, 3.2	<ul style="list-style-type: none"> <li>• Uses listening and questioning techniques to gather information required to develop or modify presentations</li> <li>• Interprets audience reactions and changes words or non-verbal features accordingly</li> </ul>
Interact with others	1.4, 2.1, 2.2, 2.4, 2.5, 2.6, 3.2	<ul style="list-style-type: none"> <li>• Selects and uses appropriate conventions and protocols to encourage interaction or to present information</li> <li>• Demonstrates sophisticated control over oral, visual and written formats, drawing on a range of communication practices to achieve goals</li> <li>• Recognises the need to alter personal communication style in response to the needs or expectations of others</li> </ul>
Get the work done	1.1-1.5, 2.2, 2.5, 3.1-3.3	<ul style="list-style-type: none"> <li>• Takes responsibility for planning, sequencing and prioritising tasks and own workload to achieve outcomes</li> <li>• Uses feedback from others, analytical and lateral thinking to review current practices and develop new ideas</li> <li>• Uses the main features and functions of digital tools to complete work tasks</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCMM401 Make a presentation	BSBCMM401A Make a presentation	Updated to meet Standards for Training Packages	Equivalent unit

## Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>