



Australian Government

BSBCRT401 Articulate, present and debate ideas

Release: 2

BSBCRT401 Articulate, present and debate ideas

Modification History

Release	Comments
Release 2	This version released with BSB Business Services Training Package Version 2.0 Version created to clarify assessment conditions
Release 1	This version first released with BSB Business Services Training Package Version 1.0

Application

This unit describes the skills and knowledge required to articulate, present and debate ideas in a work or broader life context using creative techniques in order to provoke response, reaction and critical discussion.

This unit applies to individuals who contribute and present ideas that may be complex in nature and may relate to new products, services, processes or creative works using a degree of risk taking and storytelling.

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

Unit Sector

Creativity and Innovation – Creative Thinking

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. Analyse ideas for communication to others	1.1 Distil key themes, messages and positions to aid in clarity of thought and presentation 1.2 Reflect on different ways of communicating ideas for different purposes and to different people 1.3 Identify the enabling skills and attributes of individuals who

ELEMENT	PERFORMANCE CRITERIA
	can effectively participate in discussions about ideas
2. Provoke response and reaction	2.1 Explore and use different techniques to engage, fascinate and involve others in the process of communication and exchange 2.2 Explore the ways that storytelling can be used to communicate ideas 2.3 Create innovative approaches to different communication challenges 2.4 Be prepared to take risks in the way ideas are presented 2.5 Identify specific ways to provoke and encourage response in particular individuals or groups
3. Debate and discuss ideas	3.1 Present and argue substantiated positions on ideas 3.2 Be open to critical analysis of own ideas and to the ideas of others 3.3 Identify and participate in conversations that challenge and explore different concepts and approaches and generate new ideas 3.4 Respond to questions about ideas with confidence and relevant information 3.5 Reflect on and appraise the views of others, and use to refine ideas and to embrace new ideas

Foundation Skills

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

Skill	Performance Criteria	Description
Learning	3.5	Considers opinions of others to improve and enhance own learning
Oral Communication	2.1, 3.1, 3.2, 3.3, 3.4	- Articulates ideas and requirements clearly and creatively using techniques appropriate to audience and environment - Participates in a verbal exchange of ideas and elicits the view and opinions of others by listening and questioning - Uses a range of persuasive responses and makes comparisons which show an understanding of topics

		and concepts
Interact with others	2.1, 2.2, 2.3	• Demonstrates sophisticated control over oral, visual and/or written formats, drawing on a range of communication practices to achieve goals
Get the work done	1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 3.3, 3.5	• Recognises opportunities to develop and apply new ideas and select ideas for implementation • Considers key themes and ideas to be explored and identifies ways to respond to and use diverse perspectives • Uses features and functions of digital tools and technologies to store and present information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCRT401 Articulate, present and debate ideas Release 2	BSBCRT401 Articulate, present and debate ideas Release 1	Updated to clarify assessment conditions	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBCRT401 Articulate, present and debate ideas

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Performance Evidence

Evidence of the ability to:

- present ideas and information to a unfamiliar audience and environment that provoke interest and response
- reflect on and appraise the views of others
- participate actively and confidently in critical debate and discussion of ideas while responding to new and different communication situations
- investigate and evaluate creative and different ways of expressing and communicating ideas while making an opportunity pitch.

Note: if a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain different ways in which individuals receive and respond to ideas and information, and what influences their response
- identify the enabling skills and attributes of people needed to effectively discuss ideas
- describe the nature and role of risk taking in the presentation and debate of ideas
- explain the role of storytelling in communicating ideas and key storytelling techniques
- describe common techniques to tailor comments to particular audiences.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the creativity and innovation – critical thinking field of work and include access to opportunities to present, discuss and debate ideas with others.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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