



Australian Government

BSBCRT412 Articulate, present and debate ideas

Release: 1

BSBCRT412 Articulate, present and debate ideas

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

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.

The 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. These individuals are required to communicate ideas persuasively.

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

Unit Sector

Critical Thinking & Problem Solving – Critical 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. Establish framework for communication	1.1 Assess purpose of, and audience for communication according to task requirements 1.2 Evaluate advantages and disadvantages of various methods of communication according to task requirements 1.3 Research organisational or legislative frameworks applicable to communication
2. Develop ideas for communication	2.1 Assess persuasive communication techniques against objectives of communication 2.2 Identify specific ways to provoke and encourage response in individuals or groups in consultation with others 2.3 Consider potential communication challenges and strategies for

ELEMENT	PERFORMANCE CRITERIA
	mitigation 2.4 Research and document selected key ideas for presentation according to objectives of communication
3. Debate and discuss ideas	3.1 Present substantiated communication to audience 3.2 Facilitate conversations that challenge existing, and explore new, approaches to idea generation 3.3 Respond to questions about communication with relevant information 3.4 Use feedback to refine communication

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Oral communication	- 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
Writing	Presents clearly written formats, drawing on a range of communication practices to achieve goals
Initiative and enterprise	- Identifies opportunities to develop and apply new ideas and select ideas for implementation - Identifies key themes and ideas to be explored and identifies ways to respond to and use diverse perspectives
Technology	Uses features and functions of digital tools and technologies to store and present information

Unit Mapping Information

Supersedes and is equivalent to BSBCRT401 Articulate, present and debate ideas.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for BSBCRT412 Articulate, present and debate ideas

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- facilitate a discussion and debate on ideas with at least two different audience types.

In the course of the above, the candidate must:

- evaluate the purpose, audience and legislative and organisational frameworks applicable to task
- identify and analyse methods to elicit responses from audiences in consultation with others
- identify challenges to communication of ideas for mitigation
- research selected ideas for presentation
- adopt persuasive communication techniques
- participate actively in presentation and critical discussion of ideas
- respond constructively to presentation feedback
- use feedback to further refine developed communication.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- ways in which individuals receive and respond to ideas and information, and factors that influence response
- advantages and disadvantages of various methods of communication
- organisational or legislative frameworks applicable to subject or format of communication
- key features of persuasive communication techniques, including storytelling
- methods of researching ideas including:
 - desktop research
 - consultation with relevant experts
- common techniques to tailor comments to audiences.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes 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.

Links

Companion Volume Implementation Guide is found on VETNet -

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