



Australian Government

BSBCRT412 Articulate, present and debate ideas

Release: 1

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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>

