



Australian Government

Department of Education, Employment and Workplace Relations

BSBCMM401A Make a presentation

Revision Number: 1

BSBCMM401A Make a presentation

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit covers the performance outcomes, skills and knowledge required to prepare, deliver and review a presentation to a target audience. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
------------------------	---

Application of the Unit

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

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare a presentation	1.1. Plan and document presentation approach and intended outcomes 1.2. Choose <i>presentation strategies, format and delivery methods</i> that match the <i>characteristics</i> of the target audience, location, resources and personnel needed 1.3. Select <i>presentation aids, materials</i> and <i>techniques</i> that suit the format and purpose of the presentation, and will enhance audience understanding of key concepts and central ideas 1.4. Brief others involved in the presentation on their roles/responsibilities within the presentation 1.5. Select <i>techniques to evaluate presentation effectiveness</i>
2. Deliver a presentation	2.1. Explain and discuss desired outcomes of the presentation with the target audience 2.2. Use presentation aids, materials and examples to support target audience understanding of key concepts and central ideas 2.3. Monitor non-verbal and verbal communication of participants to promote attainment of presentation outcomes 2.4. Use persuasive communication techniques to secure audience interest 2.5. Provide opportunities for participants to seek clarification on central ideas and concepts, and adjust the presentation to meet participant needs and preferences 2.6. Summarise key concepts and ideas at strategic points to facilitate participant understanding
3. Review the presentation	3.1. Implement <i>techniques to review the effectiveness</i> of the presentation 3.2. Seek and discuss reactions to the presentation from participants or from key personnel involved in the presentation 3.3. Utilise feedback from the audience or from key personnel involved in the presentation to make changes to central ideas presented

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- facilitation and presentation skills to communicate central ideas of a message in an informative and engaging manner, and to utilise verbal and non-verbal techniques to sustain participant engagement
- literacy skills to prepare presentation information and to write in a range of styles for different target audiences.

Required knowledge

- data collection methods that will support review of presentations
- industry, product/service
- key provisions of relevant legislation from all forms of government that may affect aspects of business operations, such as:
 - anti-discrimination legislation
 - ethical principles
 - codes of practice
 - privacy laws
 - environmental issues
 - occupational health and safety
- principles of effective communication
- range of presentation aids and materials available to support presentations.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- preparation, delivery and evaluation of the effectiveness of at least two presentations related to the candidate's occupation or area of interest
- knowledge of the principles of effective communication.

Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated environment
- access to office equipment, documentation and resources.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- demonstration of preparation, delivery and evaluation of a presentation
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of presentations
- review of selected presentation aids, materials and techniques
- review of briefing provided for others involved in the presentation
- evaluation of techniques implemented to review the effectiveness of the presentation.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- other general administration units.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Presentation strategies may involve:

- case studies
- demonstration
- discussion
- group and/or pair work
- oral presentations
- questioning
- simulations and role-play

Presentation format and delivery methods may include:

- advertising copy
- audio
- direct marketing copy
- individual presentation
- public relations copy
- scripts
- storyboards
- team presentation
- verbal presentation
- video
- visuals

Characteristics may include:

- age
- cultural and language background
- educational background or general knowledge
- gender
- language, literacy and numeracy needs
- physical ability
- previous experience with the topic

Presentation aids and materials may include:

- computer simulations and presentations
- diagrams, charts and posters
- models
- overhead projector
- paper-based materials
- video and audio recordings
- whiteboard

RANGE STATEMENT

Presentation techniques may include:

- animation
- comparative advertising
- live action
- music
- signature elements such as:
 - slogans
 - logotypes
 - packaging
- sound effects
- use of a guest speaker
- use of black and white
- use of colour
- use of humour

Techniques to evaluate presentation effectiveness may include:

- action research
- critical friends
- focus group interviews
- one-on-one interviews with participants and other personnel involved in the presentation
- written feedback provided by participants

Unit Sector(s)

Unit sector	
--------------------	--

Competency field

Competency field	Communication - Interpersonal Communication
-------------------------	---

Co-requisite units

Co-requisite units	

Co-requisite units		