



Australian Government

Department of Education, Employment and Workplace Relations

SITXCOM005A Make presentations

Revision Number: 1

SITXCOM005A Make presentations

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to prepare for and deliver effective presentations to a group of people. It requires the ability to plan presentations that are tailored to the audience needs and to deliver interesting and coherent presentations using appropriate aids, equipment and public speaking techniques.

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 describes a complex communication skill for those working within the service industries and applies to the full range of industry sectors and environments.

The presentations described by this unit are formal and structured in nature. They may be internal or external and may include such things as sales presentations, training delivery, presentations within meetings, presentation of a bid or proposal, conference addresses and formal staff briefings.

Senior operational personnel or sales and marketing supervisors and managers who operate autonomously are involved in making formal presentations.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

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

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Prepare for presentations.	1.1 Plan presentation in advance allowing adequate time for appropriate research and preparation. 1.2 Research and select material based on presentation objective, <i>audience characteristics</i>, nature of the occasion, style of venue and any <i>special needs</i> of the audience. 1.3 Organise material in a clear and logical order and structure. 1.4 Select and create or organise appropriate <i>supporting</i>

ELEMENT**PERFORMANCE CRITERIA**

materials and visual aids using appropriate technology and within required timeframes.

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| 2 | Make presentations. | 2.1 | Observe protocols appropriate to the audience and nature of the occasion. |
| | | 2.2 | Enhance the quality of the presentation through appropriate use of <i>public speaking techniques</i> . |
| | | 2.3 | Use visual aids and other <i>presentation equipment</i> correctly to enhance presentation. |
| | | 2.4 | Involve the audience in the presentation and encourage feedback where possible. |
| | | 2.5 | Assess audience needs and responses during the presentation and make adjustments to presentation accordingly. |
| | | 2.6 | Complete presentation within the nominated timeframe. |
| | | 2.7 | Seek feedback on presentation to incorporate in any future presentation preparation. |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- interpretation of the audience characteristics and information needs
- use of appropriate technology and software programs to create suitable support materials that relate to the delivery of presentations
- microphone techniques, as and when applicable to the context of delivering the presentation e.g. for a conference address
- high-level literacy and communication skills to facilitate the gathering and analysis of complex information and to interpret this for accessible communication to the group
- high-level verbal communication skills to present in an informative, engaging, educational and enjoyable manner and to interpret and answer group questions.

The following knowledge must be assessed as part of this unit:

- methods for planning presentations, including structure and timing of effective presentations
- knowledge and application of public speaking techniques, including:
 - use of voice, including tone, volume, diction and expression
 - appropriate eye contact
 - appropriate body language
 - impact of dress
 - use of humour
- features of typical equipment and software programs used to deliver presentations
- subject matter for presentation.

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, the range statement and the Assessment Guidelines for this Training Package.

EVIDENCE GUIDE

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

Evidence of the following is essential:

- delivery of logical, well-structured presentations that show effective use of public speaking techniques and equipment
- ability to tailor the presentation to specific audience needs, contexts and delivery situations
- preparation and delivery of multiple presentations covering various topics that meet the needs of different audiences to ensure consistency of performance.

Context of and specific resources for assessment

Assessment must ensure:

- presentation of information within a commercially realistic delivery environment, such as in a large meeting room or in a conference venue
- use of industry-current equipment and support aids for presentation, which will vary according to the operational context of delivering the presentation, e.g. a microphone will be essential equipment for a large venue
- presentation to and interaction with a group of a size and nature that would be expected for the relevant topic or context.

EVIDENCE GUIDE

Methods of assessment

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

- direct observation of presentations made by the candidate
- evaluation of presentation notes and supporting materials prepared by the candidate
- evaluation of feedback forms that describe the audience's enjoyment of the presentation
- questioning audience members on their response to the candidate's ability to present information in an interesting way
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- case studies to assess ability to tailor presentations for different audience needs, different subject matter and different delivery locations
- written and oral questioning or interview to test knowledge of public speaking techniques and features of presentation equipment
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

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

- SITXADM004A Plan and manage meetings
- SITXMGT006A Establish and conduct business relationships
- SITXMPR003A Plan and implement sales activities
- SITXMPR004A Coordinate marketing activities.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

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 in the performance criteria is detailed below.

Audience characteristics may relate to:

- age
- gender
- seniority or status
- commercial or other relationship
- familiarity with presentation topic
- culture
- disability.

Special needs may include:

- provision of an interpreter
- provision of presentation materials in alternative formats, such as large print
- provision of assistive technology, such as audio loops
- use of pictures, diagrams, cartoons and photographs.

Supporting materials and visual aids may include:

- slides
- overheads
- PowerPoint presentations
- handouts
- props
- videos.

Public speaking techniques must include appropriate use of:

- voice
- eye contact
- body language
- dress
- humour.

RANGE STATEMENT

Presentation equipment may include:

- microphone
- overhead projector
- slide projector
- video monitor
- computer.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Communication and Teamwork