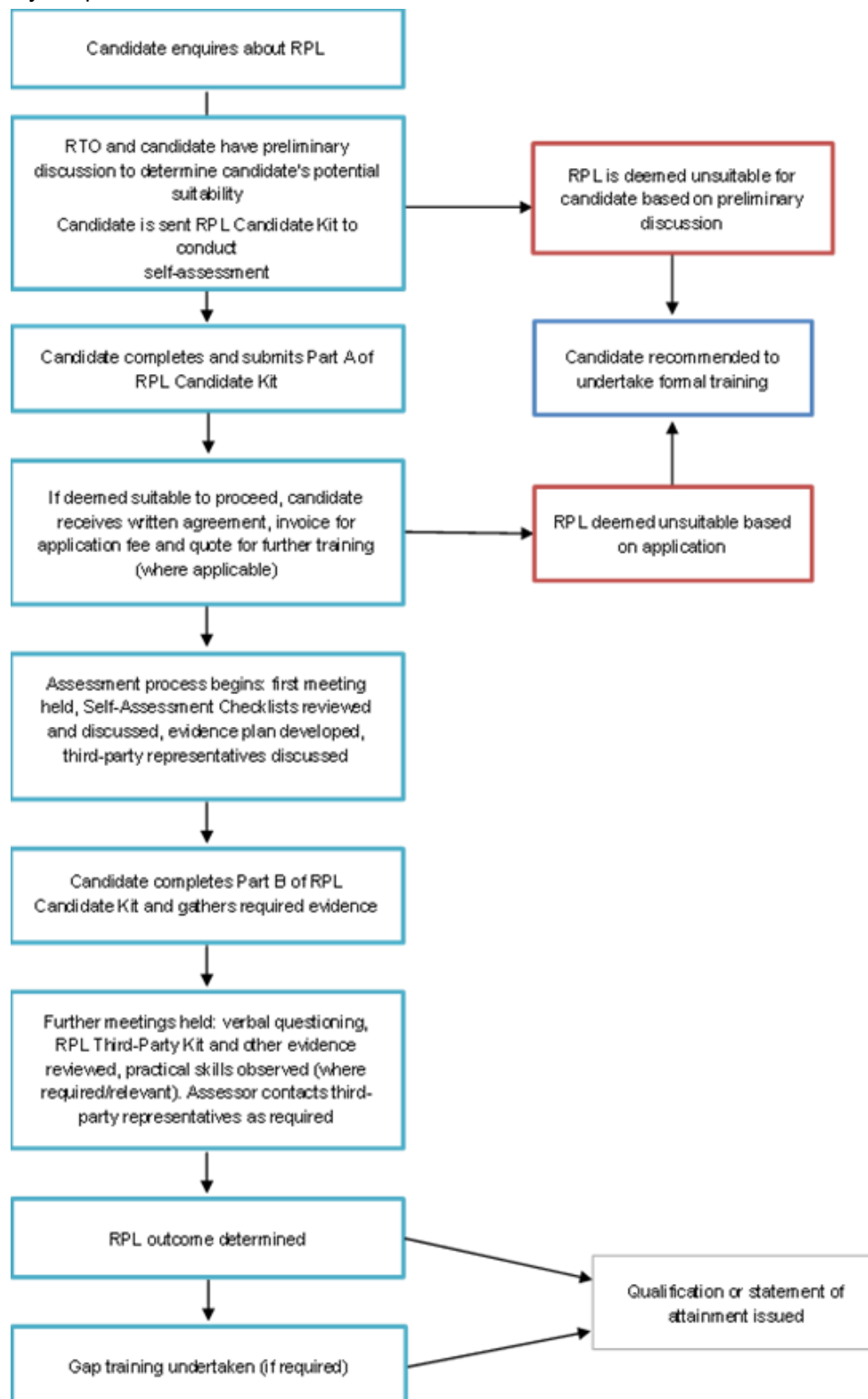


BSBCMM411 Make Presentations Recognition of Prior Learning (RPL) Assessor Guide V4.0

This RPL Assessment Tool Kit has been developed as a resource to assist RPL Assessors by providing a set of quality assessment tools, which can be used to conduct RPL. The following is the Quality Ed process:



BSBCMM411: Make Presentations

Application

This unit covers the skills and knowledge required to prepare, deliver and review presentations for target audiences.

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

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

Instructions

The RPL instrument contains four sections:

1. Supporting Evidence
2. Brainstorming
3. Competency Conversation
4. Assessment Decision.

Before undertaking this assessment, assessors should review the unit of competency and the contents of the RPL assessment instruments and then discuss the process of gathering supporting evidence and testing underpinning knowledge with the candidate.

Assessors must use this form to:

- document all evidence received from the candidate
- record assessment outcomes, and
- record feedback given to the candidate.

Submission and Storage

When completed, please submit completed Assessor Kit and supporting evidence to Training Administration within two weeks of successful completion.

Trainers and Assessors are not to retain candidate evidence.

Competency Conversation Suggested Responses

The following contains the suggested content to be included in the responses to the questions but not limited only to this. Use your knowledge to determine whether a response is suitable.

1. Presentation Planning and Structure

- ☐ **Question:** Outline the standard, logical structure of a professional presentation and briefly describe what should be included in each section.

Response could include but is not limited to:

To meet objectives, a presentation must follow a logical flow:

- **Introduction:** Hook the audience, state the purpose/aims, and outline the key points to be covered.
- **Body:** Present main ideas in a logical sequence (e.g., chronological, problem-solution, or priority-based) supported by data and examples.
- **Conclusion:** Summarise the key concepts, reinforce the main message, and provide a clear call to action.

- ☐ **Question:** What are three key factors to consider when identifying your target audience before designing a presentation?

Response could include but is not limited to:

- **Prior Knowledge:** Tailoring the level of technical detail to ensure it is neither too basic nor too complex.
- **Cultural Background:** Using inclusive language and being mindful of non-verbal cues that may differ across cultures.
- **Expectations/Needs:** Understanding why the audience is there to ensure the content remains relevant to their interests.

- ☐ **Question:** Why is it important to confirm the venue and technology requirements in advance?

Response could include but is not limited to:

Confirming the venue and technology in advance is critical for several practical and professional reasons:

- **Risk Mitigation:** It allows you to identify and fix technical glitches (e.g., incompatible cables, faulty Wi-Fi, or audio issues) before the audience arrives.
- **Contingency Planning:** If a specific tool isn't available (like a MacBook-to-HDMI adapter), you have time to source a backup or adjust your presentation method.
- **Content Tailoring:** Knowing the room layout helps you decide how to move, where to place physical props, and whether your font size is readable from the back row.
- **Professionalism:** Starting on time without fumbling with equipment builds immediate **credibility** and trust with your audience.
- **WHS Compliance:** It ensures you can check for safety hazards, such as tripping risks from power cords or blocked fire exits.

2. Principles of Effective Communication

- ☐ **Question:** Identify three types of non-verbal communication and explain how they can support an engaging presentation.

Response could include but is not limited to:

In a presentation this can be summarised as body language, voice, and visual aids.

- **Eye Contact:** This is the quickest way to build trust and rapport. By looking at your audience rather than your notes, you make them feel seen and included, which keeps them engaged.
- **Gestures and Posture:** Purposeful hand gestures can help emphasise what you're saying, making complex points easier to visualise.
- **Vocal Variety:** This includes your tone, pitch, and pace. Varying your voice prevents a monotone delivery, which is the fastest way to lose an audience. Using strategic pauses can build suspense and emphasise key points.
- **Non-Verbal Cues:** These can carry more weight than your actual words; if your body looks bored, your audience will be too.

- ☐ **Question:** Describe three persuasive speaking techniques used to persuade or inform an audience.

Response could include but is not limited to:

- **Evidence-Based:** Using facts, statistics, and expert testimony to build credibility.
- **Emotional Appeal:** Using stories or anecdotes to connect with the audience's values or feelings.
- **Rhetorical Questions:** Engaging the audience by prompting them to think deeply about a specific point without requiring a verbal answer.

- ☐ **Question:** How can you adjust your presentation style to accommodate different cultural backgrounds or diverse audience needs?

Response could include but is not limited to:

Adjusting your presentation style for diverse audiences requires preparation and adaptability.

- **Cultural Research and Sensitivity:** Before the presentation, research the audience's culture. This includes being mindful of cultural taboos regarding colours or symbols and understanding expectations for eye contact, which varies significantly—from being a sign of trust in some Western cultures to being perceived as aggressive in others.
- **Inclusive Language and Content:** Use clear, simple language and avoid jargon and slang that may not translate well.
- **Accessible Design:** Ensure your visual aids are accessible by using high-contrast colours, large sans-serif fonts, and avoiding cluttered slides. You can provide accessible copies of visual aids in advance.

- **Adaptive Delivery and Feedback:** Slow your speaking pace if the audience includes non-native speakers and be receptive to non-verbal cues like confusion or disengagement. Offer multiple ways to invite questions and participation, such as anonymous live polls or small-group discussions, which can be less intimidating for individuals from hierarchical cultures

3. Presentation Methods and Aids

- ☐ **Question:** List two different presentation methods and explain when you might use each.

Response could include but is not limited to:

- **Formal Seminar:** Best for delivering large amounts of information to a passive audience.
- **Interactive Workshop:** Focuses on hands-on activities and high levels of audience participation to build specific skills.
- **Visual Style (Slide-Based):** Uses clean, image-driven slides with minimal text to reinforce spoken words. This can assist with explaining complex data or highlighting key points to large groups where visual slides help with learner retention.
- **Demonstration (Instructional) Method:** The presenter uses step-by-step instructions. It is ideal for work skill training sessions where the goal is for the audience to learn how to perform a specific task.
- **Storytelling Method:** This is a way to weave facts into a compelling story that builds an emotional connection. This can be effective for instances where you want to inspire action or shift the audience's perspective rather than just sharing data.
- **Webinar Method:** This is an online presentation method where you may not be able to see the audience's faces. To keep it from being a 'one-way lecture', you can use built-in interactive tools like live polls, chat rooms, and Q&A sessions. It can be used when your audience is too large for a standard training room or spread across different time/geographical zones.

- ☐ **Question:** Identify three types of presentation aids and explain how they enhance audience understanding.

Response could include but is not limited to:

- **Digital Slides:** Provides visual structure and helps the audience retain key points.
- **Handouts:** Useful for providing detailed data or technical figures that are too dense for a slide.
- **Whiteboards/Flipcharts:** Allows for real-time collaboration and recording of audience ideas.
- **Props:** Physical objects that can make a concept more tangible and memorable.

4. Reviewing Presentation Effectiveness

- ☐ **Question:** Identify three methods to collect feedback from an audience about your presentation.

Response could include but is not limited to:

- **Evaluation Techniques:**
 - **Surveys/Questionnaires:**
 - Using digital tools to gather quantifiable data on content clarity and delivery.
 - Using paper forms handed out on the day to gather the response to the presentation and ask such things as “what was the best part of the session” or ask for ideas for improvement.
 - **Q&A Sessions:** Identifying areas of confusion in real-time based on the types of questions asked.
 - **Focus Groups:** Facilitating a discussion with a small group of stakeholders for deeper qualitative insights.

- ☐ **Question:** Why is it important to review the feedback and what should you do with this information?

Response could include but is not limited to:

- **Importance of Feedback:** Feedback identifies performance gaps and weaknesses, allowing the presenter to make informed improvements for future sessions and ensure that the intended learning outcomes were actually met
- **Encourages Continuous Improvement:** It helps the presenter reflect on their performance, strengths, and weaknesses to improve future presentations
- **What to do with it:** Reflect and Improve: Use feedback to reflect on presentation delivery techniques—such as persuasive communication, use of aids, or handling audience questions—and apply improvements to future professional work.

- ☐ **Question:** How can you verify that the audience understood the key concepts delivered in the presentation?

Response could include but is not limited to:

- Verifying that an audience understands key concepts delivered in a presentation requires a mix of active, real-time engagement and post-presentation assessments. Effective methods include interactive, in-the-moment checks, such as live polls, targeted Q&A sessions, and hands-on demonstrations, along with post-session feedback tools like surveys
- **Monitor Non-Verbal Cues:** Look for signs of engagement, such as nodding, taking notes, and active eye contact. Conversely, observe confusion or boredom and adjust the pace accordingly
- **Think-Pair-Share" Technique:** Pose a question, have the audience think about it individually, discuss it with a neighbor, and then share with the group.

5. Organisational and Legislative Requirements

- ☐ **Question:** What are two types of organisational policies or procedures that might affect how a presentation is prepared or delivered?

Response could include but is not limited to:

- **Branding Guidelines:** Using specific company logos, fonts, and colour palettes in all materials.
- **Reporting Protocols:** Complying with internal processes for documenting the outcome of the presentation and feedback received.
- **Legislative Requirements:**
 - **Work Health and Safety (WHS):** Ensuring the venue is safe, equipment cables are secured, and emergency exits are clear.
 - **Anti-Discrimination/Privacy:** Ensuring all content is inclusive and that any personal data shared complies with the Privacy Act.

- ☐ **Question:** What are the risks of ignoring privacy or copyright legislation when using third-party information in a presentation?

Response could include but is not limited to:

- **Copyright Infringement:** Using third-party images, videos, or text without permission is a direct infringement of reproduction and public performance rights.
- **Professional Standing:** Presenting unlicensed material can make an individual or organisation appear unprofessional or unethical, damaging their reputation.
- **Anti-Discrimination/Privacy:** Ensuring all content is inclusive and that any personal data shared complies with the Privacy Act.
- **Harm to Individuals:** Improperly sharing personal data can lead to real-world harm for the individuals involved, such as identity theft, financial fraud, and emotional distress

- ☐ **Question:** How does the Duty of Care apply to the presenter regarding health and safety, especially in a physical venue?

Response could include, but is not limited to, any of the following:

- **Duty of Care** is your legal and ethical responsibility to ensure the well-being of everyone in the room. As well as the slips, trips and falls, it includes psychological safety, such as providing 'trigger warnings' if your presentation contains sensitive or graphic content.
- **Environmental Comfort:** Monitor the physical environment during the session: room temperature, lighting, and ventilation to keep the learners comfortable and focused.
- **Safety Induction:** At the start of the session cover the emergency procedures, such as the location of fire exits and the designated assembly point.
- **Pre-Presentation Risk Assessment:** Before the audience arrives look for potential hazards such as trip hazards like loose cables, ensure equipment is stable, and check that emergency exits are clear and accessible.

