

BSBCMM401A Make a Presentation

This unit covers the performance outcomes, skills and knowledge required to prepare, deliver and review a presentation to a target audience.

Designed for: This course is suitable for all frontline managers.

Duration: 1 day

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.

Elements and performance criteria:

| Element | Performance criteria |
|-------------------------|---|
| Prepare a presentation | <ul style="list-style-type: none"> ▪ Plan and document presentation approach and intended outcomes ▪ Choose presentation strategies, format and delivery methods that match the characteristics of the target audience, location, resources and personnel needed ▪ Select presentation aids, materials and techniques that suit the format and purpose of the presentation, and will enhance audience understanding of key concepts and central ideas ▪ Brief others involved in the presentation on their roles/responsibilities within the presentation ▪ Select techniques to evaluate presentation effectiveness |
| Deliver a presentation | <ul style="list-style-type: none"> ▪ Explain and discuss desired outcomes of the presentation with the target audience ▪ Use presentation aids, materials and examples to support target audience understanding of key concepts and central ideas ▪ Monitor non-verbal and verbal communication of participants to promote attainment of presentation outcomes ▪ Use persuasive communication techniques to secure audience interest ▪ Provide opportunities for participants to seek clarification on central ideas and concepts, and adjust the presentation to meet participant needs and preferences ▪ Summarise key concepts and ideas at strategic points to facilitate participant understanding |
| Review the presentation | <ul style="list-style-type: none"> ▪ Implement techniques to review the effectiveness of the presentation ▪ Seek and discuss reactions to the presentation from participants or from key personnel involved in the presentation ▪ Utilise feedback from the audience or from key personnel involved in the presentation to make changes to central ideas presented |



Suite 45 / 574 Plummer Street
Port Melbourne Victoria 3207

+613 9676 9211 T
+613 9676 2499 F

admin@learningverve.com.au E
www.learningverve.com.au W

ACN 104 624 919
ABN 62 104 624 919

