BSBCRT412

Articulate, present and debate ideas

Assessment 1 of 5

Add assessment type here

Assessment Instructions

Task overview

This assessment task is divided into ten [10] questions. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents

To complete this assessment, you will need:

 – Learning Material

Assessment Information

Submission

You are entitled to three [3] attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

 – the processes for conducting the assessment [e.g., allowing additional time]
 – the evidence gathering techniques [e.g., oral rather than written questioning, use of a scribe, modifications to equipment]

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.

Please consider the environment before printing this assessment.

You are to present your staff satisfaction survey results to a meeting of staff members and shareholders. Your audience is large and diverse, and you need to allow for the specific communication requirements of a number of attendees. List two (2) ways you would consider the communication needs of each of the following attendees provided in the table below.

Assessor instructions: Students' responses must include two points that demonstrate an understanding of ways to meet the specific needs of each type of the attendees listed below. Their answers must come from the sample answer provided below.

Attendee	Ways to consider communication needs
Staff members who can only be present for the first half of the presentation	<<Insert two (2) ways here>> *Including all key information in the first half of the presentation with the second half devoted to less important or optional information:* • *Provide a summary of the presentation or transcript in writing.* • *Schedule a time to provide these staff members with a face-to-face briefing.* • *Arrange for Skype or live streaming of the second half.*
Visually impaired attendees	<<Insert two (2) ways here>> *Ensure an oral explanation is provided for all content (i.e., don't rely on PowerPoint for communication of key points):* • *Provide a clear line of sight for those that have some vision.* • *Check individuals' personal communication needs and preferences.* • *Provide staff member with appropriate communication aids such as providing the presentation on a tablet.*
Attendees who are unfamiliar with the company or the background to the survey	<<Insert two (2) ways here>> • *Provide a briefing session or briefing document prior to the delivery of the presentation.* • *Encourage participants to ask questions or seek clarification as required.* • *Arrange for staff members to be on hand to assist with queries.*

Question 2

You are a supervisor of an ethnically diverse team within a manufacturing facility. You wish to seek input from your team on managing workplace health and safety compliance issues. You know a number of your team will be reluctant to speak up at a meeting even though they will have valid points to contribute.

Fill out the table below based on the above scenario.

Assessor instructions: Students must provide an answer for the two (2) questions in the table below following the instructions provided.

A sample answer is provided below.

List two (2) reasons why some people may be reluctant to respond to this situation.
<<Insert your response here>>

The list must include two or more points that indicate an understanding of why some people may not wish to speak up in a group situation.

Student responses must include two of the following points.

Cultural factors that may prohibit them feeling comfortable contributing suggestions to more senior colleagues:

- *A lack of confidence either in their English language skills or communication skills*
- *Not wishing to make an unsuitable suggestion*
- *Shyness*
- *Not wishing to 'show off' in front of their peers.*

Describe how you would encourage input from these team members. [Approximate word count: 120 - 130 words]
<<Insert your response here>>

The response must include a description of an appropriate method for seeking contribution from people who may be reluctant to speak up in a group situation. The response must be respectful of a person's reluctance to speak up (i.e., not be forceful or demanding) and show a viable method for gaining their input.

Sample response:

At the commencement of the meeting, I would reinforce the importance and responsibility for all staff to contribute to workplace health and safety and highlight that all staff have a great deal of experience and good ideas to contribute. I would create a relaxed atmosphere by arranging informal seating, sitting down myself and using relaxed and open body language. I would acknowledge and thank all staff for their contribution so as to reassure the reluctant staff members that their contribution will be respected and valued. I would then ask the staff members directly if they wished to respond or offer any suggestions. If they were still reluctant, I would speak with them one on one after the meeting to gain their input then.

Question 3

List four (4) characteristics that show confidence when presenting to and responding to questions from an audience.

Assessor instructions: Student's response must include four (4) of the following points that show understanding of mannerisms or techniques that suggest confidence in a presenter.

Characteristics that show confidence
<<Insert four (4) characteristics here>>

- *Speak clearly and without hesitation.*
- *Provide a relevant and concise answer to the question.*
- *Don't fumble with notes or fidget with clothing.*
- *Make eye contact and smile.*
- *Stand tall.*
- *Use expressive body language.*

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Question 4

Describe three [3] ways that you could tailor your communications and comments to the audiences provided in the table below.

Assessor instructions: Student's response must include a description of how content can be tailored to meet the needs of each of the audiences listed in the sample answer below.

Audience	Ways to tailor communication
Secondary or High school aged children	<<Insert three [3] ways here>> *The student's response must include three of the following points:* ▪ *Take risks so as to engage them early in the presentation.* ▪ *Adjust language and complexity to be age appropriate.* ▪ *Avoid talking down to them or oversimplifying content.* ▪ *Keep the presentation short.* ▪ *Use storytelling to contextualise content.*
Clients	<<Insert three [3] ways here>> *The student's response must include three of the following points:* ▪ *Keep the presentation succinct and include only relevant information.* ▪ *Use appropriate professional language and terminology.* ▪ *Avoid any jargon.* ▪ *Avoid talking down to them or oversimplifying content that patronises.* ▪ *Keep the presentation short.* ▪ *Allow adequate time for follow up questions.* ▪ *Answer questions appropriately and provide relevant information.* ▪ *Use body language that suggests confidence.* ▪ *Use digital tools or other communication aid appropriately.*
Members of the Board of Directors	<<Insert three [3] ways here>> *The student's response must include three of the following points:* ▪ *Keep the presentation succinct and include only relevant information.* ▪ *Use appropriate professional language and terminology.* ▪ *Allow adequate time for follow up questions.* ▪ *Answer questions appropriately and provide relevant information.* ▪ *Use body language that suggests confidence.*

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	▪ *Use digital tools or other communication aid appropriately.*

Question 5

Arjun works for a software company and must present on updates to his company's product at a vendor and software user meeting. He feels that his topic is not particularly interesting, but it is nevertheless important information, and he wishes to make sure that the audience pays attention to his presentation.
Fill out the table below based on the above scenario.

Assessor instructions: Students must provide an answer for the two (2) questions in the table below following the instructions provided.

A sample answer is provided below.

Describe how risk may improve audience interest and retention of information delivered in Arjun's presentation. [Approximate word count: 30 – 40 words]
<<Insert your response here>> *The student's words will vary but their response must include any one of the following points:* ▪ *Capture the audience's attention at the outset.* ▪ *Keep the audience listening for longer as they are not sure what is coming next.* ▪ *Make the audience remember the content because of the unconventional nature of its delivery.*
List two (2) risks Arjun could take in his presentation.
<<Insert your response here>> *The student's response must include any two of the following points.* • *Use humour with care – although this needs to be targeted and not deemed by anyone as offensive:* • *Show extreme examples of our potential outcomes.* • *Use props.* • *Encourage audience participation.* • *Sit or stand in an unconventional position in relation to the audience.* • *Use role plays to demonstrate situations.* • *Present the content without the use of notes or presentation material.*

Question 6

List the advantages and disadvantages of using the research techniques listed in the table below. Your answers must include two (2) advantages and two (2) disadvantages for each method.

Assessor instructions: Students must fill out the table below following the instructions provided.

A sample answer is provided below.

Research Method	Advantages	Disadvantages
Desktop Research	▪ *A huge amount of information on the internet* ▪ *Can research without time limits*	▪ *Can be too much information* ▪ *Can be very time consuming* ▪ *Can be difficult to decipher if the information is valid*

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Research Method	Advantages	Disadvantages
	▪ *Can get information from many sources and experts*	▪ *Can have conflicting information*
Consulting with Experts	▪ *Information is accurate as from the expert* ▪ *Can ask the right questions and drill down on the information given* ▪ *Will get real stories and real examples* ▪ *May get extra information you weren't expecting*	▪ *Only one person's point of view* ▪ *Can be difficult to set up or have the amount of time needed* ▪ *May not get everything you need in one go* ▪ *Limited time as expert busy*

Question 7

List the four [4] different methods of communication in the table below.

Assessor instructions: Students' response must include the four [4] methods provided in the sample answer below.

Methods of Communication
<< Insert your response here>>
1. *Verbal – the use of language to transfer information through speaking or finer spelling in sign language* 2. *Nonverbal – body language, or some sign language, pitch, and tone of the sound of the words* 3. *Written – which can be email, reports, notes, text etc.* 4. *Visual – such as images, graphs, or some sign language*

Question 8

Describe the key features of persuasive communication techniques use the headings listed below and include an example for each one.

Assessor instructions: Students' words will vary but their responses need to reflect the content provided in the sample answer. Their examples can be different, but they must provide one [1] example for each key feature.

Know Your Audience
[Approx. word count: 70 – 90 words]
<<Insert your response here>>
Who are your audience, pitch to them, use the right language and message, and address the audience's needs, values, and desires. Audiences respond better if they feel the person speaking is similar to them in some way, e.g., age, occupation, or socio-economic status. If you address what's important to your audience, they'll see you as someone who is similar to them. Therefore, they should be more receptive to your message, too. *For example: Work colleagues who have the similar technical language.*
Get the Audience's Attention
[Approx. word count: 60 – 80 words]

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<<Insert your response here>>

Demonstrate why it's worth their time to listen to your idea or suggestion. Start with an anecdote that illustrates the point you're trying to make or with a surprising fact that tells them why what you have to say is important.

For example, if you're trying to persuade company management to adopt a no-smoking policy, begin with a statistic regarding how many sick days smokers take compared to non-smokers.

Establish Credibility

[Approx. word count: 60 – 80 words]

<<Insert your response here>>

People are more receptive to someone they view as an authority figure, whether that person has direct authority over them, such as a boss, or if the person is an authority in his industry or profession. You need to prove you have knowledge and experience

For example, give a very quick background introducing yourself and years working in the area of expertise. Too much and you will alienate with bosting.

Tailor the Message to the Medium

[Approx. word count: 50 – 70 words]

<<Insert your response here>>

What persuades in writing doesn't necessarily persuade when delivered verbally, lots of facts and figures are good in writing as a time to digest but not in verbal exchange.

For example, don't substitute an email for a telephone call when communicating critical information. In face-to-face communication, always monitor facial expressions or body language for signs of confusion or misunderstanding.

Convey Benefits

[Approx. word count: 40 – 60 words]

<<Insert your response here>>

'What's in it for them' there has to be a benefit; otherwise, your audience will not be interested and not be persuaded.

For example, 'the benefits to you are ...,' 'what you will gain will be ...,' 'our services can save you time by ....'

Use Body Language

[Approx. word count: 70 – 90 words]

<<Insert your response here>>

Face-to-face interaction often is more effective at persuading others because you can create a personal connection with your audience and use eye contact, gestures, and other nonverbal signals to maintain their attention. Your body language must be congruent with your words and tone to be believable.

For example, if you cross your arms, your audience may perceive you as hostile or angry. If you fidget, they may see you as weak or uncertain.

Question 9

List two (2) organisational and one (1) legislative procedure which are used to guide the style and format of communication in the table below.

Assessor instructions: Students' response must include the two (2) organisational and one (1) legislative procedure provided in the sample answer below.

Organisational Procedures
<<Insert two (2) organisational procedures here>>

1. *Style Guide*
     2. *Document Management Procedure*
     3. *Information Technology Procedure*
     4. *Communication Procedures.*

Legislative Procedure
<<Insert one (1) legislative procedure here>>

– *Telecommunications Act 1997*
     – *Workplace Privacy (Privacy Act 1988)*
     – *Fair Work Act 2009.*

Question 10

a) List the advantages and disadvantages of using the communication methods listed in the table 1. Your answers must include two (2) advantages and one (1) disadvantage for each method.
b) Explain which method of communication you would choose to accommodate the requirements in table 2.

Assessor instructions: Students must fill out the table below following the instructions provided. Students' words will vary but their responses need to reflect the content provided in the sample answers.

A sample answer is provided below.

Table 1

Communication Method	Advantages	Disadvantages
Phone	▪ *Using the phone is beneficial if you want to talk through ideas or discuss a subject at length.* ▪ *It is more personal and enables you to express yourself and clarify points that may be misconstrued using other communications.* ▪ *You can have a chat socially before talking business and find out how the other person is,*	▪ *The phone may not be appropriate for a quick resolution and maybe the person is not available, so you have to leave a voicemail, and wait for them to return.* ▪ *You want an answer to a question, but you cannot physically make a call because it is too noisy, or you cannot get reception.* ▪ *Unless you record the call, you have no evidence of the communication.*

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Communication Method	Advantages	Disadvantages
	which is refreshing in this fast-moving world.	
Email	▪ *Email is good to document and track conversations and activities and send files to one another or a group of people.* ▪ *Email can be managed from the desktop or on the move from smartphones and iPads.* ▪ *It appears to be the most used form of communication in business if not overused.*	▪ *Everyone seems to use email for every type of communication even when it's not necessary, therefore clogging up your inbox.* ▪ *Email is not real-time communication, though some people assume it is.* ▪ *People copy you in on irrelevant email trails. Sometimes you may have to wait a while for a reply as for some it is a mammoth task to wade through their cluttered inbox.* ▪ *The volume of emails has increased so much today that automatic filters have been introduced, such as Clutter in Microsoft Outlook, however, this now creates the risk that important emails get filtered out resulting in the need to manage two inboxes.*
Instant Messaging	▪ *With instant messaging you can see your colleague's presence and availability, which is helpful when you require an immediate response.* ▪ *You know when your colleagues are busy and when they are around to help out fast Its great for quick questions and answers.*	▪ *Sometimes people ignore the busy notice and send messages that ping and disturb you while in the middle of work or a meeting.*
Video conferencing	▪ *You can speak to someone or a group of people in another location without having to travel.* ▪ *You can see people's facial expressions so it's easier to read reactions of people.* ▪ *You can share your screen and present your work*	▪ *Without sufficient user training, video conferencing systems can be complicated to use.*
Social media LinkedIn, Twitter, Facebook	▪ *You can talk to a group of people and share information, advice, and photos, and have discussions.* ▪ *You can access a large amount of people instantly and receive interactions in real time*	▪ *There are so many different social media sites that it can be difficult to decide which ones to use and to keep up with* ▪ *They can become a distraction.*

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Table 2

Scenario	Selected method of communication and explanation
Your manager requested you to discuss and resolve an issue in regards to one of the software applications used with your team. You will need to be able to show the issue.	*State the selected method of communication and explain how it will help with the specific task requirements. The method must come from Table 1.* *[Approx. word count: 20 – 30 words]* *<<Insert your response here>>* *The only method from table 1 that can address the task requirements is video conferencing.* *Sample answer:* *"I would select video conferencing, as I would be able to discuss and resolve the issue with my team while going through the various functions of the application. "*
Your manager asked you to contact all the clients that purchased a service from the company last month, promote a new service and offer them a discount.	*State the selected method of communication and explain how it will help with the specific task requirements. The method must come from Table 1.* *[Approx. word count: 20 – 30 words]* *<<Insert your response here>>* *The only method from table 1 that can address the task requirements is email.* *Sample answer:* *"I would select email, as I would be able to target the specific audience, promote the new service and offer the discount"*

Assessment checklist:

Students must have completed all questions within this assessment before submitting. This includes:

1	Ten (10) short answer questions to be completed in the spaces provided.	☐

Congratulations you have reached the end of Assessment 1!