



BSBCRT412

# Articulate, present and debate ideas

Assessment 4 of 5

Project



## Assessment Instructions

### Task overview

This assessment task is divided into three [3] activities. Read each question carefully before typing your response in the space provided.

### Additional resources and supporting documents

To complete this assessment, you will need the following:

- Fusion Graphix Presentation Template
- Organisational Chart



## 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.

### Case study

Fusion Graphix is a Graphic Design Studio that offers B2B graphic design, web design and marketing services. They create print and digital media of high quality. Their goal is to make businesses not only look great but also meet all their expectations by delivering great results.

For the purpose of this assessment, you will play the role of Jackie Spade, the Administration Manager of Fusion Graphix.

You received the following email from John Lewis, the Studio Manager of Fusion Graphix:

*Good morning, Jackie,*

*The senior management is considering online file storage for easy access now we have staff working from home part-time.*

*However, there are concerns about cyber security, so I would like you to do some research and then lead a discussion with the department managers. [See the Organisational Chart].*

*It is important we discuss the pros and cons of using cloud storage for all our files and client data. We must ensure that all the managers are all fully aware and that we have a consensus moving forward.*

*Please do the research and preparation for the discussion, then email a copy of your discussion plan and presentation for review.*

*Kind Regards,  
John Lewis*

### Activity 1

Use the discussion plan provided below to document the following information about your discussion:

- Write the key focus of your discussion.
- List three [3] outcomes to be achieved by this discussion.
- Describe the key discussion points and differing perspectives. Include the following:
  - What are the advantages and disadvantages of online storage?
  - Consider possible problems and solutions that might be raised in the discussion.
- Describe the visual aids you will use to support the discussion. These might be images, websites, quotes, or slides and how each will be used to enhance your communication with your colleagues.
- Describe two [2] engagement techniques that will be used to ensure everyone interacts in a constructive way?
- Provide three [3] ways you will use to facilitate conversations that challenge existing ideas and explore new approaches. Look at ways to open people up to different perspectives and challenge ideas without the other person feeling threatened and defensive.
- List two [2] specific ways or techniques you will use to provoke and encourage response without it appearing as criticising and causing people to feel threatened or behave defensively?
- Provide three [3] ways to encourage a consensus within the group and get everyone to agree on a way forward?

**Assessor instructions:** Students must fill out the Discussion plan following the instructions provided in the template.

A sample answer is provided below.

DISCUSSION PLAN	
1. Focus of the Discussion (Approx. word count: 10 – 20 words)	
Write the key focus of your discussion. <<Insert your response here>> <i>Students' responses must include online file storage and cyber security.</i>  <i>Sample answer:</i> <i>The focus of the discussion will be online file storage and concerns about cyber security.</i>	
1. Expected outcomes [3]	
List three [3] outcomes to be achieved by this discussion. <<Insert your response here>>  <i>Students' words will vary, but they must demonstrate the following:</i> <ul style="list-style-type: none"><li>▪ <i>Achieve a consensus to proceed or not proceed with online storage.</i></li><li>▪ <i>Identify the risk associated with online storage.</i></li><li>▪ <i>Identify the risk of not using online storage.</i></li></ul>	
2. Key discussion points and differing perspectives (Approx. word count: 150 – 200 words)	
Describe the key discussion points and differing perspectives. Include the following: <ul style="list-style-type: none"><li>• What are the advantages and disadvantages of online storage. Provide three [3] recommended providers.</li><li>• Consider possible problems and solutions that might be raised in the discussion.</li></ul> <<Insert your response here>>  <i>Students must discuss the following:</i> <ul style="list-style-type: none"><li>▪ <i>Include the advantages and disadvantages of online storage, including cost, location, amount of storage, online security, and three [3] recommended providers.</i><ol style="list-style-type: none"><li>1. <a href="https://www.channelfutures.com/from-the-industry/5-benefits-and-3-drawbacks-of-using-cloud-storage-for-your-baas-offering">https://www.channelfutures.com/from-the-industry/5-benefits-and-3-drawbacks-of-using-cloud-storage-for-your-baas-offering</a></li><li>2. <a href="https://www.promax.com/blog/10-advantages-and-disadvantages-of-cloud-storage">https://www.promax.com/blog/10-advantages-and-disadvantages-of-cloud-storage</a></li><li>3. <a href="https://blog.rsisecurity.com/top-5-disadvantages-of-cloud-storage/">https://blog.rsisecurity.com/top-5-disadvantages-of-cloud-storage/</a></li></ol></li></ul>	

## DISCUSSION PLAN

▪ *Describe the possible problems and solutions that might be raised in the discussion, including the following:*

- *What files? Only certain files (not all files) need to be online.*
- *What is the cost of storage? Who pays, and what is the impact on profit?*
- *Inform the client and gain consent.*

### 3. Visual aids to be used

[Approx. word count: 150 – 200 words]

Describe the visual aids you will use to support the discussion. These might be images, websites, quotes, or slides and how each will be used to enhance your communication with your colleagues.

<<Insert your response here>>

*Students must demonstrate the following:*

- *They used digital technology (i.e., PowerPoint presentation or video).*
- *They included a description that shows an understanding of how aids can and will be used to enhance communication.*

*Sample answer:*

*"I chose a PowerPoint presentation and a quiz. A PowerPoint presentation can be a useful aid to a presentation as it provides visual reinforcement of the key points made within a presentation. It can also be used where specific communication or learning style needs are present within a group. A PowerPoint presentation can also be given to attendees (or those unable to attend) in a digital or hard copy format to use as a reminder of the delivered content. I also created a short quiz as it breaks up what is otherwise a passive presentation for attendees and provides an opportunity for discussion on their quiz results."*

### 4. What engagement and persuasive communication techniques will be used?

[Approx. word count: 100 – 150 words]

List and explain two [2] engagement and two [2] persuasive communication techniques that will be used to ensure everyone interacts in a constructive way.

<<Insert your response here>>

*Students' responses should include two [2] of the following for engagement:*

1. *Set ground rules for the interaction, ensuring everyone responds respectfully and is able to have their say.*
2. *Show an understanding of how their communication aids can encourage people to listen to and engage in their presentation.*
3. *Describe how they will tailor their language or communication style to the audience.*

*Example: "Ask attendees to comment on the topic. This will be followed up by open-ended questions to other participants, i.e., 'Sarah, what are your thoughts on what Jean has just said? Does this reflect your own experience?' Lead the discussion but also encourage specific people to*

*contribute. This will hopefully encourage participants to contribute and be part of a group-wide conversation.”*

*4. Describe how they will structure their presentation to include opportunities for the audience to ask questions or make comments. Examples include:*

- a. Ask questions of the audience*
- b. Pause and provide time for people to contribute or ask a question*
- c. Use encouraging body language, making eye contact, smiling*
- d. Advise at the outset that discussion is encouraged*
- e. Use a warm and friendly manner when presenting.*

*Students' responses should include two (2) of the following for persuasion:*

- 1. Reframe their mindset - Show you understand their perspective and give a different view— ‘Would you say the glass is half empty or half full?’*
- 2. Use storytelling to breathe life into something ordinary: Neuroscience tells us that a good story literally changes the chemicals in our brain related to trust. Your story needs to have a strong emotional centrepiece; It must continually build anticipation, and then the reveal should highlight the point you are making.*
- 3. Repetition ensures your point is heard: Selective repetition is a form of reinforcement that can indicate your belief in the idea or point. Repeating key points gives people multiple chances to hear and understand your point. Repetition can be exact phrases and different ways of saying the same point. Showing you believe in your idea and ensuring your point is heard and understood increases your persuasiveness.*
- 4. Specificity makes an argument more believable:*
  - Concrete facts create credibility*
  - Clear, measurable actions and recommendations create pictures in people's minds*
  - Broad, vague statements can be confusing, boring, or even create a feeling that you do not know the specifics and are making things up*
- 5. Social proof increases willingness to change: When you can use customers, members, and volunteers' stories and comments to make your point rather than just telling the audience what you think.*
- 6. Telling them why makes their decision easy: The question ‘Why?’ is constantly in our head, especially when someone suggests a change. Explaining why answers that question and enables people to think, ‘Ok, that's why’. It is even more effective when you explain from the perspective of the other person.*
- 7. Help them see it. We understand an idea and action through images in our visual system (see it in our mind); seek to convey this process or understanding. Using visual and textual words helps people create these images [e.g., ‘Are you tired from taking the extra workload?’ ‘Does the workload feel like a heavy pack on your back?']*
- 8. Identifying shared commonality creates connection and trust. When we find we have something in common with another person, we feel more connected, and this builds trust. First, show how you have things in common with your audience and then articulate your idea*
- 9. Identifying shared commonality creates connection and trust. When we find we have something in common with another person, we feel more connected, and this builds trust. First, show how you have things in common with your audience and then articulate your idea*

## DISCUSSION PLAN

*10. Take the audience on a roller coaster ride. Structure the speech to incite a variety of emotions to promote connection, feeling and motivation*

5. Provide three [3] ways you will use to facilitate conversations that challenge existing ideas and explore new approaches.

Look at ways you can open people up to different perspectives and challenge ideas without the other person feeling threatened and defensive.

<<Insert your response here>>

*Students' responses must come from the sample answer below.*

*Sample answer:*

*I will do the following:*

- 1. Ask questions about reasoning rather than using 'WHY' question.*
- 2. Ask for other perspectives.*
- 3. Ask for a positive and negative contribution.*
- 4. Use encouraging body language, making eye contact, and smiling.*
- 5. Advise at the outset that discussion is encouraged and set ground rules.*
- 6. Use a warm and friendly manner when presenting.*

6. List two [2] specific ways or techniques you will use to provoke and encourage response.

<<Insert your response here>>

*Students' responses must come from the sample answer below.*

*Sample answer:*

- 1. Convey the ground rules*
- 2. Reinforce that everyone's opinion is valid*
- 3. Ask specific questions of individuals*

7. Provide three [3] ways to encourage a consensus?

<<Insert your response here>>

*Students' responses must come from the sample answer below.*

*Sample answer:*

- Check in and ask for agreement before moving on to the next topic.*
- Park topics and come back to them at a later time in the discussion when more ideas have been generated.*

## DISCUSSION PLAN

- *Ask for a vote.*
- *Ask questions about the following:*
  - *What else would be needed for you to agree to this action?*
  - *What compromises are available?*
  - *What other options, etc.?*

### Activity 2

Develop a presentation using the **Fusion Graphix Presentation Template**. Ensure your presentation includes the information discussed in the case study (John Lewis email) and your discussion plan. Instructions:

1. Create an engaging presentation that:
  - has a logical flow: introduction, topic information and conclusion or call to action
  - keep the text on the slides to a minimum
  - use clear and easy to read font
  - use relevant images and animation
  - images, diagrams, graphs, and smart art is clear and easy to read
  - pitched at the right level (not too technical and not too simple)
  - adheres to the organisational style guide (follow the “how to use instructions” provided on the second slide of the template)
2. Save your presentation as **YourName – Presentation 2** and submit it.

**Assessor instructions:** Students must create a presentation using the Fusion Graphix Presentation Template. They must ensure their presentation is based on the information provided in the case study, align with their discussion plan, and covers all the points provided in the instructions of this activity.

### Activity 3

Email a copy of your discussion plan and presentation to John Lewis for review using the email template below.

The email must specify the following:

- It is delivered to John Lewis, Studio Manager
- It is from you (Jackie Spade)
- State the date and time
- The attachments must be listed in the attachment section.
- Include a relevant subject
- State the reason for the email.



[Approx. word count: 15 – 20 words]

**Assessor instructions:** Students must send an email using the instructions provided in the activity.

A sample answer is provided below.



### Email Template

To:	<<Add name(s) and position title of main email recipients here>> <i>John Lewis, Studio Manager</i>
From:	<<Add your name and position title here>> <i>Jackie Spade, Administration Manager</i>
CC:	<<Add names and position titles of carbon copy email recipients here>>
Date/time:	<<Add the time and date of the email here>> <i>28.10.22, 10: 28 A.M</i>
Subject:	<<Add the subject of the email here>> <i>Discussion Plan</i>
Attachments:	<<Add the name of any attachments here>> <i>Discussion Plan.docx</i> <i>Presentation 2.docx</i>

Dear <<Add email recipient(s) name here>>,

<<Add message here>>

Regards,

<<Add your name here>>

<<Add your job position here>>

*Sample Answer:*

*Dear John,*

*Please find attached the Discussion Plan and the Presentation for review.*

*Regards,*

*Jackie Spade*

*Administration Manager*



1 King Street, Sydney, NSW 2000

Phone: 02 987 654

**Assessment checklist:**

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

Assessment 4		
1	Discussion Plan	<input type="checkbox"/>
2	Presentation	<input type="checkbox"/>
3	Email	<input type="checkbox"/>



**Congratulations, you have reached the end of Assessment 4!**

© RTO Advice Group Pty. Ltd. as trustee for RTO Trust (ABN 88 135 497 867) t/a Eduworks Resources 2021  
Reproduced and modified under license by UP Education Online Pty Ltd.

© UP Education Online Pty Ltd 2021

Except as permitted by the copyright law applicable to you, you may not reproduce or communicate any of the content on this website, including files downloadable from this website, without the permission of the copyright owner.