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Before you begin

This learner guide is based on the unit of competency *BSBCRT401 Articulate, present and debate ideas*. Your trainer or training organisation must give you information about this unit of competency as part of your training program. You can access the unit of competency and assessment requirements at: www.training.gov.au.

How to work through this learner guide

This learner guide contains a number of features that will assist you in your learning. Your trainer will advise which parts of the learner guide you need to read, and which practice tasks and learning checkpoints you need to complete. The features of this learner guide are detailed in the following table.

Icon	Feature of the learner guide	How you can use each feature
	Learning content	Read each topic in this learner guide. If you come across content that is confusing, make a note and discuss it with your trainer. Your trainer is in the best position to offer assistance. It is very important that you take on some of the responsibility for the learning you will undertake.
	Examples	These highlight learning points and provide realistic examples of workplace situations.
	Practice tasks	Practice tasks give you the opportunity to put your skills and knowledge into action. Your trainer will tell you which practice tasks to complete.
	Video clips	Where QR codes appear, you can use a smartphone or other device to access video clips relating to the content. For information about how to download a QR reader app or accessing video on your device, please visit our website: www.aspirelr.com.au/help
	Summaries	Key learning points are provided at the end of each topic.
	Learning checkpoints	There is a learning checkpoint at the end of each topic. Your trainer will tell you which learning checkpoints to complete. These checkpoints give you an opportunity to check your progress and apply the skills and knowledge you have learnt.



Topic 1

Analyse ideas for communicating with others

Being able to articulate, present and debate is a skill you can use in many areas of life. Creative techniques can be used to provoke response, reaction and critical discussion.

Whether you are launching a new product or service, explaining a new process, or pitching an idea, you need to be able to communicate your ideas clearly, confidently and concisely, and tailor your content and style to your target audience.

To create effective debate and discussion, all parties must express themselves clearly and listen actively. If you want the audience to understand and accept your idea, consider the different ways you could present your ideas to others. Adapt to suit the context, and adjust your communication style to match.

In this topic you will learn how to:

- 1A Clarify key themes, messages and positions
- 1B Communicate ideas for different purposes and people
- 1C Identify skills and attributes needed to effectively discuss ideas

Watch the unit introduction video here.



Simple

Communicate in easy-to-understand language, avoiding jargon and acronyms.

Memorable

Use language and words that are easy for the audience to recall and repeat.

Real

Communicate in an active rather than a passive voice, avoiding the use of slogans and clichés.

Tailored

Communicate effectively to different target audiences by adapting language and depth of information where necessary.

Key positions

What makes you different? Why does the marketplace need your product, service or idea?

Key positions are what make you different to other people, competitors, brands, products and/or services. Successful products and ideas often have a unique technology, feature or quality that sets them apart. This is sometimes known as a unique selling point (USP). Introduce your key positions early to let your audience know how your idea is different and why they should listen to your presentation.

You can use positioning to capture your audience's attention by defining their problems or needs, and then explaining how you can solve these problems with what you are offering.

Performing a positioning exercise prior to preparing your presentation is very helpful. This part of your presentation must be very clear and to the point.

In a sales and marketing context, you can perform a positioning exercise by following the steps below. While these steps are specific to sales, many of the principles are the same in other contexts. For instance, your 'customer' might be a colleague, trainee, management team, community group or seminar audience.

Step 1

Define the primary customer

Your primary customer may be the same or different from the person who is using the product or service. For example, if you are launching a technology product, you may have many users, but your primary customer is the person driving the purchase of the product.

Step 2

Define the customer's problem

From the customer's point of view, what is their problem? Think it through from their perspective. Don't miss out on unique insights by relying on your own perspective.

What is the impact of the problem? Does it affect more than one area? List all the areas affected by the problem and understand how the audience is impacted.

Clarify your idea and key messages

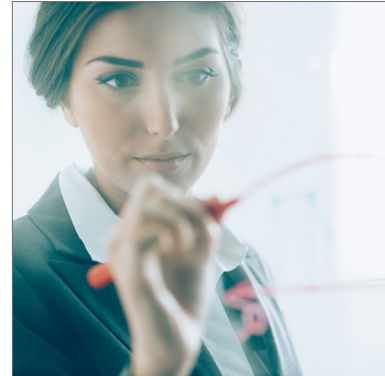
Spend time exploring, reflecting on and refining your ideas.

When thinking about your idea, reflect on what problems and challenges may arise from it. Other people can help to clarify and expand on your idea, so aim to simplify your key messages before you present to your audience.

Strategies you can use to focus your ideas or refine your key messages include:

- mind mapping
- brainstorming
- research.

By using strategies such as these, you can improve the structure, scope and detail of your presentation.



Mind mapping

Mind mapping is a highly effective way of clarifying your thoughts and planning your presentation.

It is a creative, visual and logical means of arranging your ideas. Ordering your thoughts using an organised diagram of circles and branches helps to refine your presentation messages and structure your content.

You can make a mind map by following these steps.

1. Draw a large circle in the centre of the page and write the topic of your presentation inside as the central idea; for example, your product name.
2. Identify sub-themes of your main idea and draw branches to them from the centre. For example, your product's purpose, uses or features.
3. Use colour and very short phrases or single words.
4. Add images to evoke thought or communicate the message.
5. Think of at least two main messages for each sub-theme you created and create branches out to these. Main messages may be how the product is used to solve a particular problem.
6. As you brainstorm, add lines to connect related circles.

Watch this video to learn more about mind mapping.



Presentation methods

When selecting a presentation method to communicate your ideas to others, consider the needs and preferences of your audience.

Some people may prefer to meet you face to face; however, most people now have access to various online platforms that save time and money. You then need to match your presentation tool to the purpose of your communication.

Oral presentations are a good way of sharing information with a large group of people at the same time, but they tend to allow the audience to be passive. Using other methods to complement oral communication will help to engage your audience, such as electronic or audio-visual presentations. Here are examples of presentation methods used to communicate ideas in the marketplace:

- web conferencing and webinars
- live streaming
- social media
- narrated slideshows.

Watch this video to learn about various methods used during presentations.



Web conferencing

- Enables live audio/video communication between two or more locations.
- Useful for conducting meetings or presentations via the internet.
- Saves on time and costs.
- Flexible and engaging method of communication.
- Examples of web conferencing platforms are Skype, Slack, HipChat and VoIP.

Webinars

- Typically one-way, i.e. the speaker is watched by a remote audience and there is limited interaction.
- Allow audience members to submit questions to be addressed by the presenter.
- Allow the presenter to switch between screens so they can use slideshow presentations as well as their oral presentation.

1C

Identify skills and attributes needed to effectively discuss ideas

Discussion is a powerful mechanism for sharing ideas and information.

Effective discussion:

- recognises different points of view
- uses different skills
- creates an inclusive environment
- ensures everyone feels comfortable contributing
- promotes group interaction and engagement.

Once you understand which skills and attributes are needed for effective discussions, you can practise using them yourself. When you have acquired these skills and attributes, you can encourage others to participate in discussions. This will help you to hold discussions about your own ideas and also learn from others.



The difference between skills and attributes

Although they are similar, skills and attributes are two different things.

Skills are technical capabilities that can be learned through education or training. These may be techniques, processes or practices required to perform a job role.

Attributes are personal or interpersonal qualities that cannot necessarily be measured, but still have an effect on a person's job performance.

Examples of skills	Examples of attributes
<ul style="list-style-type: none">• Reading• Writing• Numeracy• Language skills• Technical skills relating to job role• Technology skills• Administration skills• Financial skills• Oral presentation skills	<ul style="list-style-type: none">• Communication• Decision-making• Time-management• Teamwork• Leadership• Planning and organising• Technology and digital literacy• Problem-solving• Innovation and creation



Learning checkpoint 1

This learning checkpoint allows you to review your skills and knowledge when analysing ideas and communicating to others.

1. Why is it important to clarify key themes, messages and positions when planning your presentation?

2. Why should you consider different ways of communicating ideas to different people and for different purposes?

3. Briefly explain the **four** key learning styles that individuals use to receive and respond to information and ideas.

2A

Use different techniques to engage an audience

To be an effective and convincing presenter, you need to build content that is engaging and powerful.

You are probably familiar with the business-as-usual approach to communicating ideas, perhaps using PowerPoint slides or word-processed documents. However, these are not always the most effective method for engaging communication. As part of articulating and presenting your ideas, you should try to connect with human emotions by telling a compelling story.

Explore and use a range of creative techniques to engage, fascinate and involve your audience in the process of communication and exchange. Remember that any technique you use must be appropriate and tailored to the needs of your audience.



Engage others

Audience engagement is an essential part of a successful presentation.

You only have a few minutes to pique the interest of your audience. It is critical that you establish a connection with them before saying anything important. Once you have your audience's attention, you can convince them to make a rational decision.

Here are some tips for engaging your audience.

Overcome nervousness

It is understandable that you may be a little nervous before an important presentation. In fact, a bit of nervous energy will help you to do your best. However, signs of nervousness can send the message that you lack confidence or enthusiasm in your topic.

Here are some tips to overcome nerves:

- If your hands tend to shake, avoid holding notes. Keep your hands steady on a lectern or hold them together in front of you.
- If your voice tends to tremble, take some slow deep breaths before you begin and try not to talk too fast. Your voice and breathing will settle as you carry on.
- Stand up straight with your weight evenly placed. It may be appropriate to walk around the room a little, but try not to pace.
- Try to keep your audience focused on your key message rather than worrying about delivering a perfect pitch.
- Prepare ahead of time and practise what you want to say so you can give your presentation with confidence.

3

Mystique

Mystique is a quality of mystery, glamour or power associated with something. Mystique is alluring and compels people to want to find out more. It provokes curiosity with unanswered questions, builds mythology and limits access.

Incorporate mystique into your presentation by:

- using a presentation title that creates curiosity
- telling stories that create suspense.

4

Prestige

Prestige increases respect within a group. Prestige is usually built up before your presentation – it is your brand. Prestige is what makes people want to hear you speak, regardless of what you have to say.

You can build your prestige by:

- publishing your ideas and thoughts online; for example, using a blog
- collecting testimonials from every presentation you make and displaying them on your website.

5

Alert

Alert creates a sense of urgency; for example, due to a threat of negative consequences, deadlines or distress. It focuses not only on the most likely crisis, but also on the crisis most feared. Alert speaks to our survival mechanisms so that people feel compelled to take action.

Elicit the alert advantage in your presentation by:

- clearly outlining what is at stake
- emphasising the consequences if people don't take action.

6

Innovation

Innovation encourages a creative approach or rebellion against rules; for example, by creating taboos, leading people astray, going against established rules and customs, or saying things that other people would not dare to say. Innovation is about being straightforward, and telling it like it is. Some people find this compelling and become strong supporters of your cause.

You can incorporate innovation into your presentation by:

- saying what others are afraid to say
- using language to take the audience by surprise.

7

Trust

Trust builds loyalty by creating a sense of stability and predictability. When your audience trusts you before you start talking, they become fascinated by what you have to say.

You can build trust in your presentation by:

- developing rapport with your audience
- being consistent and repeating your key messages.

Watch this TEDx talk by Sally Hogshead about how to fascinate.



Tailor comments to particular audiences

Different audiences require different communication styles and content.

You may need to use different language or examples to emphasise the parts of your message that are of most interest or urgency to various sub-groups. Sub-groups are people with similar interests or of similar:

- ages
- incomes
- backgrounds
- cultures
- occupations.



Tailoring your comments and messages requires audience research. This may include reviewing the information you already have about your audience (see Topic 1) or conducting further research about sub-groups within your audience.

Researching and analysing your audience helps you to better understand:

- their basic level of understanding about your subject
- what makes them tick and who they are as a collective group
- their individual needs, expectations and communication preferences.

How to tailor your comments to a particular audience:

- Be concise: Only include the relevant information about your topic and avoid unnecessary information or irrelevant examples.
- Be thorough: Where appropriate, provide detailed information to your audience to make your points clear.
- Be considerate: Think about the impact that your message may have on the audience and how you can help them to deal with this.
- Be accurate: Double check your facts before you deliver them and make sure they are in a suitable format for the audience.
- Be clear: Use language that is easy to understand so that your audience is clear about what you want them to do, and what the desired results are.
- Be courteous: Show respect to the audience, and establish trust and rapport by being appreciative, thoughtful and respectful to them.
- Be appropriate: Tailor your message to the audience and always attempt to communicate in their preferred style, not your own.



Practice task 6

Check your understanding of the role and benefits of using storytelling to communicate ideas and engage your audience.

Read what each person says about using storytelling to communicate ideas, and select true or false for each one.

Question 1



People feel moved and inspired by stories that contain personal, emotional experiences they can relate to. Once you have their interest and trust, you can pitch your message more effectively.

* True

* False

Question 2



Here's a tip: never include conflict or problems in your stories. People have enough things to worry about in real life. They don't want to hear about a person who is experiencing conflict and they won't care what happens to that character. They'll lose interest quickly and stop listening to your presentation.

* True

* False



Summary

- Audience engagement is an essential part of important presentations. You only have a few minutes to get the interest of your audience and it is critical that you establish a connection with them as early as possible.
- Using alternative communication methods can stimulate audience members, and enhance creativity and critical thinking.
- Learn how to tailor your message to the specific audience it is aimed at and determine how to communicate effectively to all sub-groups in the audience.
- Knowing the challenges of presenting to a virtual audience helps you to plan your presentation and develop strategies that overcome each pitfall that can arise.
- Storytelling helps to unite your ideas with emotions. You can weave a lot of information into the story and provoke the audience's emotions and energy.
- Being innovative means using your imagination to develop ideas that further satisfy the needs and expectations of your target audience. Innovation goes hand in hand with risk-taking; you may need to try something new in order to communicate your message.
- Instead of taking the safe route with your presentation design, be bold and unexpected. Give your audience an experience that keeps them engaged and hanging on your every word.
- Audience characteristics can affect communications. Carefully select communication techniques, methods and content that can influence a particular audience to respond the way you want them to.
- Appealing to emotions helps to make your idea memorable, and usually edges you ahead of the competition.
- Needs theories suggest that people are motivated by unfulfilled needs. Targeting the specific needs of individuals and groups in the audience helps you to provoke your desired response.



Topic 3

Debate and discuss ideas

If you want to share your ideas with others, be prepared to engage in critical discussion and debate with confidence.

A discussion is a detailed conversation between two or more people that is centred on a particular topic. A debate involves two or more people who are intent on proving their own statements. They may also argue against any statement or assertion they are opposed to.

You may need to discuss and debate ideas with colleagues, partners, investors, and existing or potential consumers to receive critical feedback about why your idea does or does not work, and how it could be improved to better meet the needs of the end users.

Participating in discussion and debate is a learned skill. Argue your point of view with evidence to support it, participate in conversations that challenge and explore new and different concepts, and be prepared to respond to questions with relevant information.

Reflect on and appraise the views of others to help you refine your own ideas, and embrace new ones.

In this topic you will learn how to:

- 3A Present and argue substantiated positions on ideas
- 3B Be open to critical analysis of ideas
- 3C Participate in conversations about concepts, approaches and ideas
- 3D Use views of others to refine ideas and embrace new ideas

Aspect to consider	Some possibilities	Examples
What format is it in?	Print	<ul style="list-style-type: none"> Academic and general publications
	Online	<ul style="list-style-type: none"> Internet research Social media research
	Verbal	<ul style="list-style-type: none"> Conversations Interviews Meetings
What is its purpose?	Academic	<ul style="list-style-type: none"> Textbooks Journal articles Research papers
	Non-academic	<ul style="list-style-type: none"> News media Magazines Online articles
What is the source?	Primary sources	<ul style="list-style-type: none"> Creative works Statistical data Eyewitness accounts Results of experiments Video recordings
	Secondary sources	<ul style="list-style-type: none"> Sources presenting facts or descriptions about events that were not directly observed Scholarly books and articles

Adapted from: First Year Experience Series @ 2000 Learning Centre, University of Sydney:
http://sydney.edu.au/stuserv/documents/learning_centre/developingargument.doc

Write your positioning statement

Your position is your starting point for presenting a convincing case for your idea, and is usually expressed in the form of a positioning statement.

You may find that your position in any argument depends largely on the amount of evidence available to support it.

Once you have done enough research on an idea:

- determine the range of positions put forward by others
- make judgments about which ones are the most valid
- decide your own position and write a positioning statement.

Make your positioning statement meaningful, important and convincing.

Question 3

There may be situations where you need to present your ideas and positions to an unfamiliar audience and setting. Which of the following statements are correct? Tick all that apply.

- ☐ Research who your audience is before your presentation.
- ☐ Choose presentation techniques and tools appropriate for the audience.
- ☐ Make assumptions and rely on stereotypes about your intended audience.
- ☐ Be clear on who you are, what you do and what you can offer.
- ☐ Ensure your key message and positioning statement are confusing to make the audience think.

Example

Crafting an effective positioning statement

Tony is preparing a social media marketing campaign for his client, Bookshelf.com. His purpose is to convince internet users that Bookshelf.com provides the best online retail book experience for customers. Tony does his research and discovers that the website has two main competitors in terms of cost and delivery times. However, what sets Bookshelf.com apart is that it promises to refund customers in full if their order is not fulfilled and received within five business days. This is regardless of whether they receive the goods or not.

Tony develops the following positioning statement: 'For avid online readers, Bookshelf.com is a retail bookseller that provides easy-to-access eBooks for over 2 million titles. Unlike regular bookstores, Bookshelf.com provides the perfect blend of convenience and discount prices for an extensive selection of titles'.

Tony begins developing his social media marketing campaign, using the positioning statement as the key to attracting a new customer base for Bookshelf.com. The campaign will also include video testimonials from real customers who have switched to Bookshelf.com from its competitors.



Question 2

Which of the following statements describe how to be open to critical analysis of ideas? Tick all that apply.

- ☐ Think of the critical analysis as a personal attack on you and be ready to argue with those who disagree with you.
- ☐ A critical analysis is a task that requires you to summarise and evaluate an idea.
- ☐ Conducting a critical analysis requires you to listen to and understand the idea in detail, so you can present a fair and reasonable evaluation of it.
- ☐ To effectively debate and discuss ideas, you must resist critical analysis of your own ideas, and refuse to review and evaluate the ideas of others.
- ☐ Invite others to review and evaluate your idea, and to make recommendations on ways you could improve it or adapt it to better suit the needs of the end user.
- ☐ If you disagree with any feedback you receive, develop a well-supported argument as to why you made particular choices when developing your idea.

Example

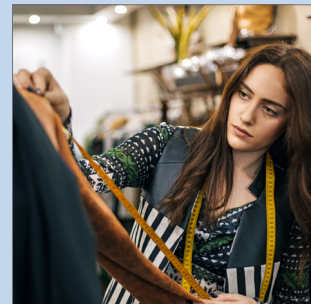
Being open to critical analysis of ideas

Kym is an independent fashion designer. She designs and makes children's clothing to sell in boutique kids fashion retailers across the country. Kym has just developed a new denim range. She needs to critically analyse the product to determine whether it is fit for purpose, meets the needs of the target market, and how well it is designed and made.

Answering these questions involves an evaluation of the following criteria:

- Does the product measure up to the design specification, based on the requirements of the target market and the manufacturing facilities available?
- Does it address the needs of the target market?
- How suitable is it for use and what are its care requirements?
- What is the quality of the fibres, fabrics and manufacture, including stitching, fastenings and seam allowance?
- What are the product's aesthetic appeal and stylistic qualities, i.e. will people like it and want it?
- Does it provide value for money?
- Does the product meet safety regulations?
- What is its environmental impact?

Kym starts by looking at the work of other designers and analysing the choices they have made. She then considers how successfully her product meets the above criteria and what could be changed to improve it. Kym compares her developing work against the design specifications, and records judgments, improvements and feedback from potential customers.



3D

Use views of others to refine ideas and embrace new ideas

To get the most out of your ideas, you need to consider the views and perspectives of your audience.

When debating and discussing ideas, reflect on and appraise the views of others. Assess the value or quality of other people's contributions to help refine your own ideas, or to embrace new ones. When you listen to your audience and welcome their thoughts, ideas and opinions, they may respond more openly and willingly to what you have to say.

Tips for reflecting on and appraising the views of others:

- Show that you understand the opportunities and challenges they are facing.
- Show that you understand their strengths, weaknesses, goals, hopes, priorities, needs, limitations and concerns.
- Demonstrate that you are willing to connect with them on a personal level.
- Consider other people's perspectives, and how their beliefs, values and experiences shape the way they respond or see things.
- Listen attentively and empathetically to the views of others.
- Clarify that you understand what the person has said by rephrasing or repeating it.
- Incorporate feedback and input from others into refining or adapting your ideas.
- Accept and evaluate new concepts and ideas suggested by others.
- Provide people with options that empower them to make decisions.



Recognise opportunities to develop and apply new ideas

Feedback is the key to improvement.

Drawing on a wide range of views helps you to consider aspects of your idea from the audience's point of view. Keep these views in mind to identify where you can refine your ideas in ways that meet individual needs and differences.

Listening to and acting on the views of others:

- provides you with opportunities to develop and apply new ideas
- allows you to investigate different, creative ways to express and communicate your ideas.



Summary

- When you present your position on ideas, it will only be convincing if you use evidence to support your argument.
- To be persuasive, your argument must be based on a logical structure or sequence of points that describes your own way of seeing the topic.
- There may be situations when you need to present your idea and position to an unfamiliar audience and setting.
- To provoke interest and response, it is critical that you understand your topic, are confident in your position, and have sufficient evidence to support your argument.
- Invite others to review and evaluate your idea, and make recommendations on ways you could improve or adapt it to better suit the needs of the end user.
- To prepare yourself for a presentation, be familiar with the topic being discussed, and be prepared to confidently put your argument forward.
- Identify and recognise the diverse range of perspectives held by the audience, and adjust your language and communication style to meet their needs and preferences.
- Participate in conversations that challenge and explore different concepts and approaches by understanding the beliefs, values, interests and norms of other stakeholders.
- If people ask you questions, even hostile ones, it is usually because they genuinely want to know the answer. When you have finished answering questions, make sure you have the last word with a strong assertion of your key message or point.
- When debating and discussing ideas, reflect on and appraise the views of others. Assessing the value or quality of other people's contributions helps you to refine your own ideas, and embrace new ones.
- For real influence, you need to consider the views and perspectives of your listeners. When you listen to your audience and welcome their thoughts, ideas and opinions, they respond more willingly and openly to what you have to say.
- Drawing on a diverse range of views helps you to consider aspects of your idea from the end user's point of view, and identify where you can tweak your design to accommodate for individual needs and differences.



Learning checkpoint 3

This learning checkpoint allows you to review your skills and knowledge in debating and discussing ideas.

1. Briefly explain how to present and argue substantiated positions on ideas.

2. Why is it important to be open to critical analysis of your ideas and the ideas of others?

3. Why is it important to participate in conversations that challenge and explore different concepts and approaches in relation to ideas?