

Make a presentation

BSBCMM401

Write complex documents

BSBWRT401

By the end of this topic, you should be able to:

- Plan and draft documents and presentations
- Prepare and produce final documents
- Deliver presentations
- Review presentations

- There are a range of different ways that communications occur in the workplace, such as:
 - **Verbal communication**
 - For example: Face to face, video conferencing, meetings, telephone, two-way radio
 - **Non-verbal communication**
 - For example: Hand signals, body language, flags, barricades, lights, alarms, whistles
 - **Written communication**
 - For example: Plans, specifications, instructions, forms, reports, memos, policies and procedures, manuals, websites, email, letters
 - **Visual communication**
 - For example: Illustrations, drawings, infographics, graphs, signs, animations

Communication is the process of exchanging information and ideas

- It is important to consider the information to be presented when selecting your communication type. For example:
 - Detailed instructions are best written down, as opposed to verbally communicated
 - Demonstrations may be more appropriate when learning how to use equipment
- It is also important to consider your audience when presenting information. For example:
 - An audience unfamiliar with the information would require greater detail and explanation than an audience who is just refreshing their knowledge or skills
 - A face-to-face meeting can allow for a more hands-on approach (e.g. activities)
 - External learners may engage in online learning – which may be synchronous (real time) if all people are in the same time zone, or asynchronous (in the learners' own time) if activities do not require all learners to interact at the same time

- Multiple communication methods can be used together to address to enhance a message
 - For example: When presenting on a topic, you may use the following aids and materials:
 - Written handouts or presentation slides
 - Images
 - Audio and video recordings

- When communicating information in the workplace, it is important to consider the following requirements, as applicable:
 - **Regulatory requirements**
 - **Discrimination:** Be sure that the content of the communication adheres to anti-discrimination legislation (e.g. is not sexist, racist)
 - **Privacy:** Personal information of colleagues and participants should only be included where allowed
 - **Safety:** The information presented must adhere to WHS legislation, giving accurate information. Further, where a presentation is taking place, information should be given about the location of emergency exits and amenities, as well as any potential hazards.
 - **Design:** The needs of people of all abilities should be considered when presenting information. Make it easier for users to see content by separating foreground from background. Consider the use of visual space – avoiding all caps and underlining of text
 - **Organisational style guides**
 - Style guides outline the requirements for writing, formatting and design of documents to ensure consistency within a document and across multiple documents within an organisation.

- Consider the principles of effective communication to ensure your message is received as intended
- Some general tips:
 - Have a logical flow to the order of the material presented
 - The sequence of information can change its meaning (e.g. If Step 2 is presented before Step 1)
 - Provide an overview of the information to be covered (verbally or in writing)
 - Know your topic well – speak with confidence and persuade your audience
 - Emphasise the most important points
 - Summarise key points
 - Use examples to secure audience interest

- Effective verbal communication consists of the following:
 - Speaking clearly
 - Ensure the message is clear, concise and professional
 - Using vocal tone to add emphasis and keep the audience engaged
 - Asking questions to confirm understanding
 - Ask questions to clarify your own understanding
 - Ask questions of those listening to you to ensure they understand your message
 - A smile does not always mean that a person understands the message – they may be too ashamed to ask questions out of fear

- Throughout verbal communication, listen to the needs of those you are communicating with
- It is impossible to talk and listen at the same time. To listen effectively, you must concentrate on what is being said
 - Pay attention
 - Make eye contact with the person speaking
 - Ask questions if you need clarification
 - Listen to the needs of the other person you are communicating with – don't just talk over them. People will respond positively if they feel they are being heard. Adjust your communications according to their needs (e.g. if further clarification or examples are required).
 - Take notes if the information is complex or exact details are required
 - Provide feedback – repeat what you have heard to ensure clarity
- Be aware of non-verbal cues
 - Facial expression contribute to more than 50% of the message

Hearing is the physical process of sound waves going into our ears.
Listening is the psychological process of attaching meaning and remembering what we hear.

- Be mindful of non-verbal communication – avoid sending mixed messages
 - It's not uncommon to hear someone say “Yes” but shake their head horizontally which indicates “No” in a non-verbal way
- Consider the non-verbal communication used by those listening to you
 - Facial expressions and posture can easily convey moods
- Be aware of cultural differences with regards to non-verbal communication
 - Eye contact may demonstrate that someone is listening, but is considered rude in some cultures
 - Thumbs up may acknowledge a message positively, but is considered rude in some countries

- Effective written communication consists of the following:
 - Professional and polite wording
 - Poorly worded or constructed emails can send the wrong message or tone – writing does not convey facial tones
 - Simple, concise and easy to understand wording
 - Avoid too many technical terms (jargon) or acronyms – or endeavour to explain their meanings
 - Avoid slang, offensive/discriminatory language
 - Use bullet points, lists and clear headings to emphasise points

- Before presenting information in writing, have clear instructions about the:
 - Purpose of the document
 - Audience who will read the document
 - Stakeholders who are affected by the document
 - Context of the document and what it will be used for

- Never underestimate the importance of the grammar. These are the rules about how words change their form and combine with other words to make sentences. For example:

- Avoid run-on sentences

Incorrect

Lila enjoyed the bouquet of tulips John gave her on prom night however she prefers roses.

Correct

Lila enjoyed the bouquet of tulips John gave her on prom night; however, she prefers roses.

- Avoid wordiness

Incorrect

It has come to our attention that your tax returns are overdue and we urge you to file them at your earliest convenience.

Correct

Your tax returns are overdue. Please file them now.

- Never underestimate the importance of punctuation:
 - When incorrectly used, it can change the meaning of the intended message.
 - For example:
“Most of the time, travellers worry about their luggage” means something quite different from “Most of the time travellers worry about their luggage”

Let's eat grandpa.
Let's eat, grandpa.

**correct punctuation can
save a person`s life.**

- Never underestimate the importance of spelling:
 - Apart from making your statement look unprofessional, it can completely change the intended meaning of the message
 - Do not rely solely on spell-checker features, as many words may be spelled correctly, but used inappropriately



- Effective visual communication consists of the following:
 - Is attention-grabbing and engaging
 - Uses colour and tone to decorate, emphasise or categorise
 - Effectively uses space and leads viewers through the message
 - Uses commonly understood symbols, such as:



Acute toxicity



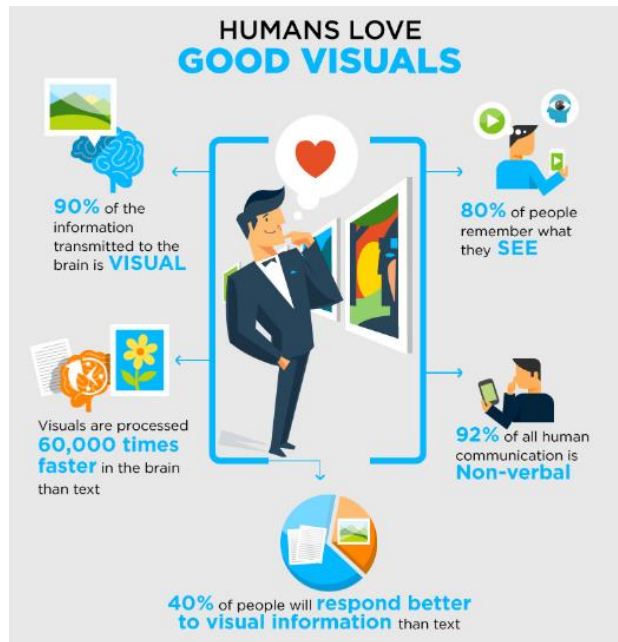
Corrosive



Flammable

Danger to
human health

Warning



- When planning for writing documents or presentations, it is important undertake a drafting process to ensure that you satisfy the purpose of your communication
 - You may identify gaps in the required information and can seek the missing elements
 - You can review your grammar, spelling, and punctuation
 - You can have your information approved by others in the organisation, if necessary
 - They may offer advice on content or clarity – which you can include in your final revision

It is helpful to use technology when drafting. Using software can allow for quick changes and documents to be enhanced quickly (e.g. by inserting images or other visuals).

- Every workplace will have meetings, as well as formal and informal discussions
- Effective meetings demonstrate the following:
 - A clearly defined purpose
 - Send out an agenda in advance to give attendees time to prepare (i.e. advise of meeting time and topics to be addressed)
 - Take minutes to track attendance, what took place and has been agreed to
 - Enforced start and finish times
 - This allows people to fit meetings within their workload
 - Issues and agreed actions should be followed up at a later, scheduled meeting
 - Participants who are managed
 - Brief those involved on their roles/responsibilities
 - Give all parties the opportunity to express their opinion
 - Ensure meeting participants use manners and show respect
 - Clear conflict management strategies should be in place

- Be aware of the causes of communication breakdown, for example:
 - **Unclear messages**
 - Organise your thoughts – unclear direction can result in problems, such as complaints or poor work performance
 - Speak clearly – break down directions into a sequence of steps that can be easily followed
 - Use concrete examples
 - **Complicated messages**
 - Keep it simple
 - **Unsuitable location or timing**
 - Pick the right time or place to talk about something
 - **Not considering the message recipient**
 - Be mindful of their background and/or abilities (e.g. culture, age, education, language, beliefs)
 - Cultural differences can affect the way that a message is interpreted, especially body language
 - Check that the other person understands what you are saying

- Feedback about a presentation can be gathered both during the presentation and after its completion
 - During the presentation, you should be listening to the needs of your audience and adjusting your presentation accordingly
 - Questions may come from the audience – indicating their need for further explanation or extension of concepts presented
 - The presenter may question the audience to gauge their understanding
 - Not all feedback can be ‘heard’ though. Be mindful of non-verbal communication, which may indicate confusion or boredom.
- After a presentation, you may reflect on the feedback received to adjust future presentations
 - You may also seek advice from other experts to provide more elaborate or updated content for your presentation (e.g. management, legal advice)