## TSC Category
Business Development

## TSC
Business Presentation Delivery

## TSC Description
Perform required tasks to prepare and present information in various business settings involving preparation, understanding of audience, delivery and tailoring of messages to be conveyed.

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<td>MAR-BDV-3002-1.1</td>
<td>MAR-BDV-4002-1.1</td>
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<tr>
<td>Prepare and collate relevant information to deliver presentations within project teams</td>
<td>Adapt various techniques and concepts in presentation skills that are widely used and effective in engaging individuals and/or teams</td>
<td>Conduct presentations to senior management by establishing a clear direction for what’s going to be covered and what the desired deliverables</td>
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### Knowledge
- Types of target audience
- Types of presentation strategies and formats
- Forms of presentation aids
- Design and management of content
- Methods of content delivery
- Methods of engaging individuals or teams
- Industry best practices for delivering presentations
- Presentation guidelines for presentations to senior management
- Types of presentation collaterals
- Techniques to engage target audience

### Abilities
- Research and gather relevant information on target audience through use of available resources
- Deliver presentations to teams and explain their intended outcomes using relevant strategies, formats and delivery methods
- Use relevant presentation aids, materials and examples to facilitate target audience’s understanding of key concepts and ideas
- Summarise key concepts at strategic
- Identify topics according to target audience
- Prepare content for presentations
- Conduct presentations based on prepared content
- Seek clarifications and address questions and/or issues raised by target audience
- Demonstrate close loop communications with target audience
- Establish objectives of presentations and identify appropriate presentation modes to meet organisational requirements
- Determine deliverables for target audience to develop presentation collaterals
- Use appropriate presentation modes to deliver appropriate messages to target audience
- Review presentation outcomes to enhance future performance
<table>
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<th>Points to support understanding of presentations</th>
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<td>• Collate feedback and reactions from audience on presentations to highlight areas for improvement</td>
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