

**SKILLS FRAMEWORK FOR FOOD MANUFACTURING
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	General Management					
TSC	Technical Presentation					
TSC Description	Deliver effective and engaging presentations for a variety of audiences					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				FMF-BIN-4026-1.1	FMF-BIN-5026-1.1	FMF-BIN-6026-1.1
				Develop engaging presentations by adapting widely used communication techniques and visual templates to the organisational context and target audience	Deliver impactful presentations to senior management by setting a clear agenda upfront, following a logical progression with concise covering topics, and ending with a strong conclusion	Influence public opinion by presenting a synthesised view of highly technical concepts, talking-points and fielding or deflecting unplanned questions, as appropriate
Knowledge				<ul style="list-style-type: none"> Principles of presentation content design Methods of tailoring information disclosure to different audiences Types of presentation and communication vehicles Best practices for engaging an audience 	<ul style="list-style-type: none"> Presentation guidelines to present to senior management Types of presentation collaterals Techniques to engage target audience 	<ul style="list-style-type: none"> Liability constraints of addressing a public audience Types of concerns and questions to expect from media outlets and at public events Deflection techniques
Abilities				<ul style="list-style-type: none"> Interpret the objective of the presentation Identify the target audience of the presentation Organise information to be disclosed into topics Visually represent information and topics in the form of text, images and charts Apply communication techniques to script the presentation Prepare presentations and collaterals using organisational templates and guidelines 	<ul style="list-style-type: none"> Establish presentation objectives Revise the presentation to determine adequacy of information disclosed, delivery method and collaterals for addressing a senior audience Set an agenda upfront to set the audience's expectations Transition through topics in the expected order, re-organising information as necessary to facilitate understanding Invite questions from the audience to clarify 	<ul style="list-style-type: none"> Establish talking-points to be addressed at public events Liaise with the Legal Department to determine the possible ramifications of certain topics Predict questions which may arise from addressing a public audience to pre-emptively craft answers Field unplanned questions from the audience and determine the risk associated with addressing certain topics

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				<ul style="list-style-type: none">• Modify presentations according to the target audience, as needed	<p>questions and address any concerns</p> <ul style="list-style-type: none">• Review presentation outcomes to enhance future performance	<ul style="list-style-type: none">• Address or deflect the question based on the liability associated with the question
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