

Lay a solid presentation

1.The audience interests

Who is the presenter: What's his experience in this field/What's his job title?

Why are we all here: what's the reason he's doing the presentation today?

What is he going to talk about: What's he going to talk exactly? /What direction is he going to take with this presentation?

How is he going to organize the presentation: I'm thirsty. When's the coffee?/ Should I take notes?/How long will I be here?

2.How to start your presentation

Who: Introduce yourself

Why: Tell your audience your purpose

What: Outline the roadmap

How: Put yourself into your audience's shoes
An Elevator Pitch 90s

3 Case study

Presentation starting case

An informative and effective start

Thank you Lee. And good morning everybody. A warm welcome from the parent office, whether you are here in person or here via video from Sydney or New York. *For those of you who don't know me, I'm Giulia Dautry senior sales analyst from our Consumer Products Division. I'll be presenting our analysis in recent sales data.* We will then examine some important trends and conclusions we can make about the growth of our product lines. After that, we plan to look at some forecasts and proposed sales strategies to adjust to the trends we see developing.

During this kick-off meeting, we hope to arrive at some recommendations to forward to senior management, before their next shareholder meeting. And finally, we will open it up to any questions you might have about sales in general, whether it concerns the EU, the Americas or the Asia-Pacific region. *I estimated my prepared remarks will cover about 30 minutes. Hopefully, you've all received the hand out material I sent,*

but I'll also be showing the charts in PowerPoint, in case you don't have your handouts with you.

So, let's take a look at our first topic, which....

4.Language Focus

Who

- *On behalf of Mr.Keane, may I welcome you to Jackson Inc.*
- *My name is Jo Black and I'm responsible for*
- *Let me introduce myself. I am...I'm a...*
- *Before I continue, let me tell you something about myself.*
- *Morning everyone. Thanks for coming. My name is Luca and I'm in charge of...*
- *For those who don't know me, my name is Carlos Lopez and I'm the managing director.*

Why

- *My purpose today is to...*
- *Today I would like to give you a general overview of...*
- *Today, I'm going to bring you up to date with...*
- *My objective today is to...*
- *Today, I'm going to tell you...*
- *What I am going to do today is review...*
- *The reason we are here today is to...*

What

- *I'm going to develop three main points. First...Second...Third...*
- *So, I'll be addressing three main points and the first one is going to be...The second point will be...And finally the last point is...*
- *I would like to start with...and then...*

How

- *I'll pass round copies of my slides, so you can make notes as I go through the presentation.*
- *The presentation should last about five minutes.*
- *We'll take a short coffee break at about 10:30.*
- *If you have any questions, I'd be grateful if you could have them until the end.*

- *I'm happy to take any questions after that.*
- *We can take two or three questions at the end of each point.*

5.How to finish a presentation

Case

So, this third point brings me to the end of my presentation. To summarize, we've looked at what a trademark is and its definition. We've looked at why we protect trademarks and why we are concerned with them, and thirdly we've looked at how we protect them.

So, I hope and I trust that this has given you a really good insight into what trademark is and that it might be thought provoking for you.

Signal (pause briefly)

- *So that brings me to the end of my presentation.*
- *So, that completes our presentation.*
- *Well, that covers everything I want to say.*

Summary (reflection about what)

- *Let me summarize what we've looked at.*
- *I'll briefly summarize the main issues.*
- *I'd like to summarize...*
- *Let me just go over the key points again.*
- *To sum up...*
- *At this stage, I'd like to go over...*
- *To summarize, I'll run through my three topics.*

Conclusion (why)

- *I suggest John...and Michael...*
- *I trust you gained an insight into...*
- *To conclude, I'd like to leave you with the following thought*
- *In conclusion, I 'd like to leave you with the following idea.*

Closing remarks (thank your audience)

- *Thank you for your attention.*
- *I'll now hand out...*
- *If you have any questions...*

Sign post

1 Case Study

Now let's take a look at what we're going to talk about. Let's see what we can conclude from the sales data. I've divided this section of the presentation into three parts. First, we are gonna review historical sales in this market segment. Next, we will discuss developing sales trends. And finally, we'll compare our performance with our chief competitors. So, let's talk about some of the history of our particular market niche. Our whole industry came of age...

Ok, that covers the history of sales in the market place. Now let's move on to some trends in recent sales that we've observed. First, I'll give a detailed analysis of industry sales trends by region. And we'll finish the section by going over the sales trends for new products. Everybody's with me? Ok, then, let's turn our attention to this first chart which shows overall sales trends...

2.Types of signposting

1.Introducing a list

I'm going to divide this talk into four parts.
There are a number of points I'd like to make.
Basically/Briefly, I have three things to say.
I'd like to begin/start by...
Let's begin /Start by...
First of all, I'll...and then I'll go on to...Then/next...Finally...

2.Giving a link between parts of a presentation

That's all I wanna say about the development of the production. Now let's turn to the actual marketing plan.
Let's now take a look at the sales results.

3 Analyzing a point and giving recommendations

Where does that lead us?
Let's consider this in more detail...
What does this mean for...?
Translated into real terms...
Why is this important?
The significance of this is...

4.Paraphrasing and clarifying

Simply put...
In other words...
So what I'm saying ...
To put it more simply..
To put it in another way...

5.Summarizing and concluding

To sum up...
To summarize...
Right, let's sum up, shall we?
Let's summarize briefly what we've looked at...
If I can just sum up the main points...
Finally, let me remind you of some of the issues we've covered...

6.Other Key words

1) Move on
Moving on to the next point
I'd like to move on to the next point if there are no further questions.

2) Expand/elaborate
I'd like to expand more on this problem we have in Chicago.
Would you like me to expand a little more on that or have you understood enough?

3) Digress
I'd like to digress here for a moment and just say a word of thanks to Bob for organizing this meeting.
Digressing for a moment, I'd like to say a few words about our problems in Chicago.

4) Recap
I'd like to quickly recap the main points of my presentation
Recapping quickly about what we said before lunch.

3 Principles of Presenting

Enunciation& Articulation rate (Clearance and speed)

Here are xx// not only are we devoted //to improving patients' quality of lives//Simultaneously//we are committed//to protecting the environment//That's why //the high-potency production centre// has adopted//state-of-the-art green technology//and advanced international production techniques.//

Stress (Emotional expressions)

*In the past six months, we have **totally** succeeded in meeting our targets*

Intonation=music of the English language

Rising tone(R): Yes/No question/In the middle of a sentence

Falling tone (F): What question/at the end of statements

*Here are xx// not only are we devoted //to improving patients' quality of lives (F)//At the same time(R)//we are **totally** committed//to protecting the environment (F)//That's why //the high-potency production centre(R)// has adopted//state-of-the-art green technology(R)//and advanced international production techniques.(F)//*

Bring visuals to life

1. What are your reasons for using slides and visual aids?

Do

1. Focus the audience attention
2. Stimulate interest.
3. Illustrate factors that are hard to visualize.

Don't

1. Impress your audience with overwhelming detail or animation.
2. Avoid interaction with your audience.
3. Present simple ideas that are easily stated orally.

2. Skills and techniques

1. Bullet points lists (Rules)

1. Less is more
2. Make the bullet points grammatically consistent.

3. Examples

Bullet points starting with verbs

Attack market
Simplify product lines
Cut prices.

Bullet points starting with nouns

Market attack
Simplification of product lines
Price reduction

Bullet points starting with adjectives

Larger market
Simplified product lines
Reduced prices

2. Seven tips for planning successful slides and visuals

1. Use slides sparingly

One slide for every two minutes

2. Make slides pictorial

3. Present one key point per slide

4. Use colour carefully

Keep a consistent theme or template
Use high contrast to increase legibility
Colours should not clash
Use no more than three or four colours

5. Make visuals big enough to see

6. Graph data--Avoid tables

7. Avoid unnecessary slides

3. Interaction with visual aids.

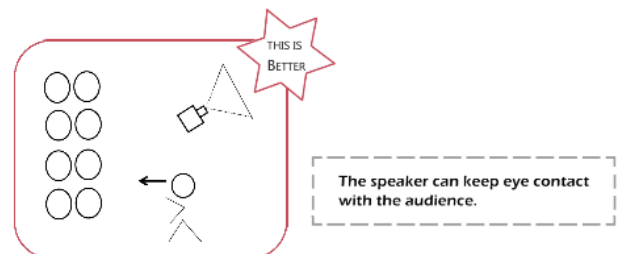
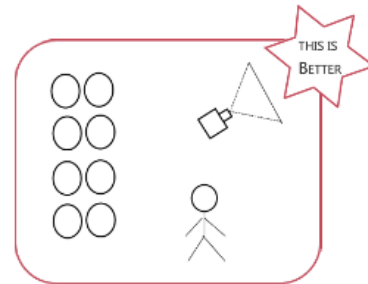
1. TTT principles

Touch: touch what is relevant on the slide

Turn: Turn back to the audience

Talk: Talk to the audience and not to the screen or wall

2. where you should put the overhead projector



Screen should be at 45-degree angle to the audience to give the speaker a center stage

The speaker should face the audience instead of the screen or wall and keep eye contact.

4. Language Focus

Direct the audience attention

I'd like us to focus our attention on...

Let's move on now and look at the figures for...

The next slide shows...

Explain the matrix in general terms

The figures in this table show...

The chart compares...

I'd like you to think about...

I would like you to concentrate on this green column...

As we can see...

Explain the most important part

What's important/interesting here is...

It's important to notice that...

I'd like you to think about...

Give the message or conclusion

I'm sure the implications are clear to all of us...

We can conclude that...

The lesson we can learn from this is...

The significance of this is...

Persuasion Techniques

1. Three persuasive appeals

Ethos: Ethical appeal: Credibility of the speaker

Michael Jordon

Pathos: emotional appeal: sympathy

Inspire anger/emotional tongue/story telling

Logos: Logical appeal: logical argument

2. Persuasion techniques

Repetition

Mantra: I have a dream speech

Precise/to the point/memorable

Rhetorical question

Rule of three

Contrast

3. Case Study

So what's our second graduate program?

*This is our high potential Summit Program that will take the best among you **to the top, the very top**. This is a very exciting option for those of you who are truly looking for variety, opportunity and challenge. The program enables you to take on **three** different assignments in **three** countries in **three** years and at the same time study for postgraduate management and language qualifications.*

*It's a challenge, a real challenge. Your first assignment takes place in your home country; **the second** at our headquarters in San Diego and **the third** in another country where we expect you to learn a new language. Of course, we pay for all your relocation and study expenses. In fact, **our support is very generous, very generous**, indeed more generous than anything else you'll find on the job market. But, in return you have to be flexible, hard-working and self-motivated because **this program is not a holiday but a boot camp**. You will work, work, work and study, study, study. We test you and you test us. If you successfully finish the three assignments, **you are not simply at the end of your training, but at the beginning of a fast**, interesting and rewarding career path on your way to the top, the very top.*

Let me give you an example of a Summit success story. This is Milana Gawazynold. She had the best degree of her year from Warsaw University and an MBA that she completed during her year with us in San Diego. Her third year on the Summit Program was spent in Barcelona where she initiated a project to improve communications between our southern European manufacturing plants. She speaks fluent Polish, Russian, English and Spanish and is currently head of our Central European Service office in Prague.

*As you can see, our standards are much higher than other companies. Our assessment center is far more rigorous than all the others presented to you today. That's because we only want the best and of course you'll get the best from us. Our 'summitteers' earn above average salaries and performances bonuses. Our mentoring scheme, international networks and development program **are second to none**. If it's variety, opportunity and challenge you're looking for and you know you are the best, then, our Summit Program is the one for you, **it's the only one that will take you to the top, the very top**.*

NB

- **Repetition**
- **Rhetorical questions**
- **Rule of three**
- **Contrast**

4. Language focus

1. Repetition

We need a fundamental change in management strategy.

- *It's a fundamental, a fundamental change that we need...*
- *What we need, what we need is a fundamental change in....*

2. Mantra

Cycling is a fast, convenient and non-polluting way to get around.

3. Rhetorical question: beginning/ending

We've solved this problem.

We've solved this problem. How did we do this?

4 Rule of three

*"Let's start then. Let's look at driving first.
Driving is obviously fast when
you don't get stuck in traffic, convenient, but a
polluting way to get around.*

5. Contrast

1.comparison

*On the whole, India is more interesting than
China.*

2.opposites

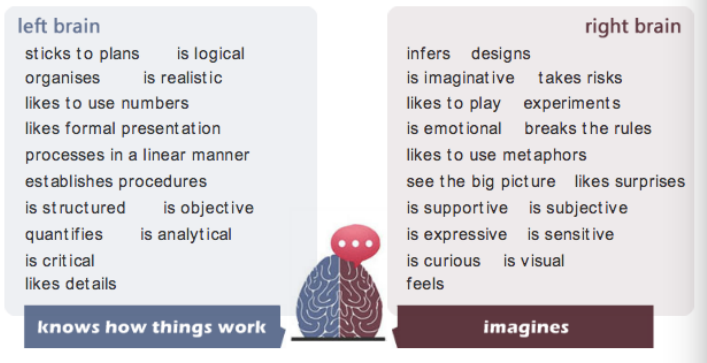
*We need to attack the competition and not just
defend our market position.*

3.Not X but Y

*The changes we have made are designed not to
confuse but to simplify.*

Handle a Q&A session

1. Not everyone is the same---Are you more Left-brained or Right-brained?



2. Q&A

1. Encourage your audience to ask questions

- Do not: Passive
 - Any questions?
- Do:
 - Does anyone have questions for me?
 - What questions do you have?
 - Pause long enough to let your audience think about questions.

2. Listen attentively to questions

- Do not:
 - Move back and forth
 - Do not only watch the person who asks question
 - Rub your hands nervously
- Do:
 - Pay attention to the questioner's body language
 - Hands should stay in neutral position; arms stay to your sides, fingers open.

3. Answer question

- **Prepare for the questions**
- Don't preface your answer: *That's a very good question—a sign that the speaker is unsure about the question.*
- Clarify the question: give more time to think about the question
- Maintain your style of the whole presentation
- Be honest—I don't know the answer, but I will find it and get back to you.
- Involve the whole audience in the answer.
- Employ the 25%-75% rule—divide 25% eye contact to the person who asks the question and 75% to the rest of the audience.

3. Language focus

1. Clarify

- Repeat questions as statement---*use a falling tone at the end of each question.*
- Reported questions
 - Direct:** *Did you approve that decision?*
Why did you approve that decision?
 - Indirect:** *She asked whether I approved that decision.*
She asked why I approved that decision.
- Paraphrasing
 - Make the question less personal
Did you do any market research?
The question is about market research.
 - Make the question less negative
When did you discover this strategy was a disaster?
So you are asking when we knew this strategy wasn't working as well as expected.
 - Sentence patterns when paraphrasing
 - *You would like to know...*
 - *If I understand the question correctly, you would like to know/you're saying that...*
 - *So, you are asking...*
 - *So, your question is about...*
 - *The question is about...*

4 How do you face hostile questions

- Acknowledge feelings, fact or both
- Respond with information
- Maintain position

Q: Why did you screw up and go 40% over budget?

A: Mike, it's true, we did go over budget and I know you are upset about it.

"As some of you may know, we had the opportunity to make a very large bid. In order to prepare the bid we had to purchase five new computer systems. I am happy to report that it was an excellent investment, albeit over budget, because we won the bid."

"Therefore, I maintain that we should have a 50% budget increase next year."

4. Presentation Feedback Form

	Poor	Ok	Good	Wow!	Comments
Start					
Signpost					
Structure					
Delivery					
Visual aids					
Techniques					
Q&A					