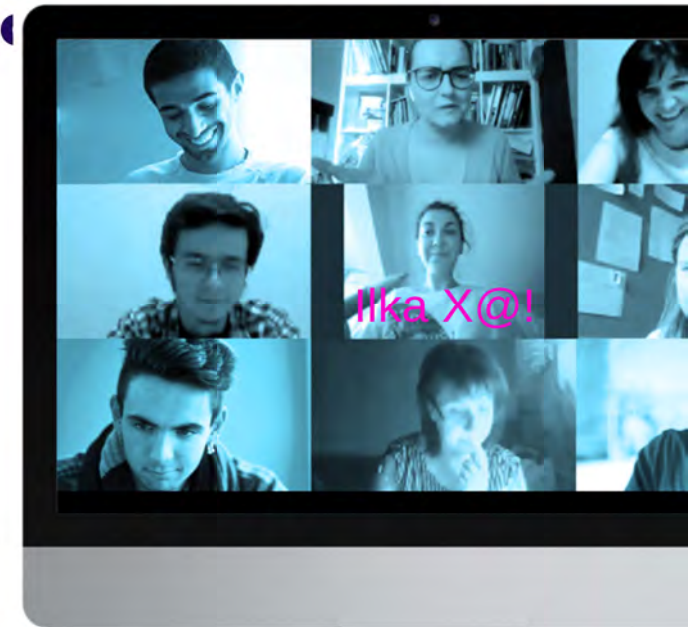


Plan powerful presentations

Theme:
Winning Presentations

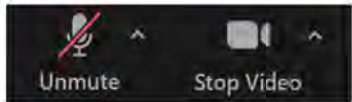
Before we start, please make sure...

- ✓ **your name on Zoom is clear (use Latin letters)**
- ✓ **your camera is on and mic is off (unmute when needed)**
- ✓ **you are in a quiet area that helps you focus**
- ✓ **you have a notebook or a note app ready to take notes**

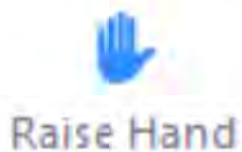


Virtual learning tools

1



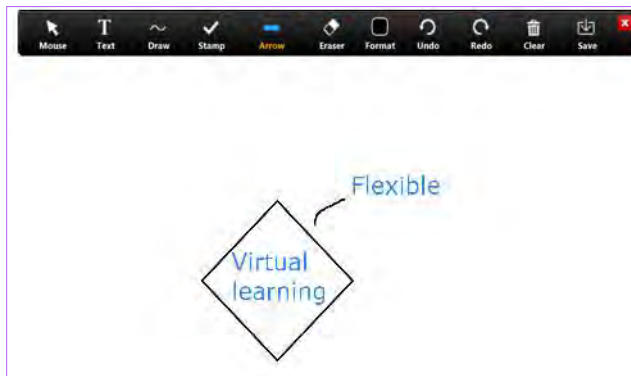
Unmute and share your response if you are instructed to (run the audio setup to check your mic).



Raise your virtual **hand** to participate.

2

Participate in whiteboard and on-screen activities using **annotation tools**.

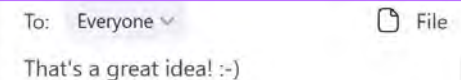


3

Follow instructions and use specific **annotation tools** from the dropdown menus.

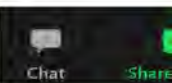
4

Use the **chat** to share ideas and answers.



Send your message to **everyone**.

Use **react** to give feedback signal you



How does it work?



You need to complete all three parts to get the most out of your course.

Prepare before class



Live class
+
After-class speaking session
(optional)



Practise after class

After-class speaking session

Stay back after class for 5 or 10 minutes to talk to your classmates from around the world.

This extra speaking practice will help you...

- improve your conversation skills
- practise using language learnt in class
- support and help your fellow students
- practise using English in a natural context
- become a part of a global learning community



Pre-class activities

Prepare before class



POW approach



Different audience types



Different audience needs

Your learning journey

As a result of this lesson, you should be better able to align the key messages of your presentation to the needs of different audience types

You will find out about...

- using the POW approach to plan audience-centric presentations
- analysing different audience types and needs
- describing how to define the core of your presentation

You will plan and practise changing content according to audience type and purpose.



Lead-in

“A presentation that doesn’t seek to make change is a waste of time and energy.”

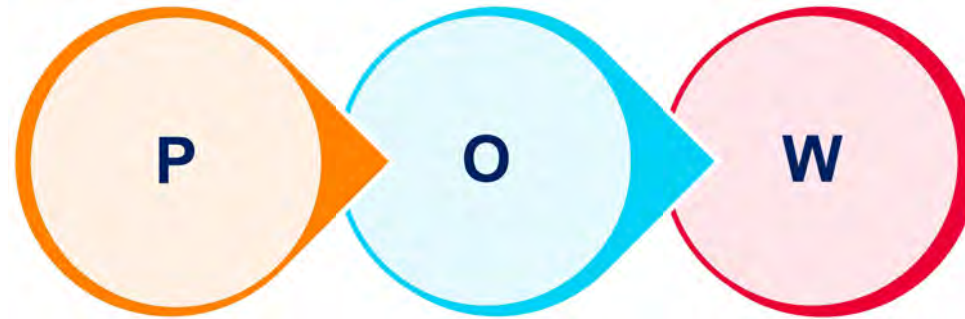
- Seth Godin

(American author, former dot com entrepreneur and teacher)

What is the first thing you need to do when planning for your presentation?



Skills focus 1: POW Approach



Why am I giving this presentation?
(to inspire, persuade, excite,
reassure, motivate, encourage..)

What do I want my audience to do
differently as a result?

What new information,
benefit will my audience
listening to my presentation?

*'To motivate the team to use the
new sales process '*

'to use the new process correctly.'

*'The team will waste
finding out key information
more productive'*

Write an objective statement using the information given in the POW.

To motivate the team to use the new sales process correctly so that they lose less time finding out key information and are more productive.

Skills focus 1: POW Approach



Why am I giving this presentation?
(to inspire, persuade, excite,
reassure, motivate, encourage..)

What do I want my audience to do
differently as a result?

What new information,
benefit will my audience
listening to my presentation?

*'To persuade management to
support your new initiative.'*

*"to accept/approve the new initiative
,*

*'It will save money and
efficient working processes'*

Write an objective statement using the information given in the POW.

To persuade management to support the new initiative because it will cut back on costs and improve working processes

The power of 'because' (extra)

In 1978 - A study by Harvard professor Ellen Langer.

People had to request to cut in on a line of people waiting to use a busy copy machine.

The researchers had the people use three different, specifically worded requests to break in.

"Excuse me, I have 20 pages. May I use the xerox machine?"

60 %

"Excuse me, I have 20 pages. May I use the xerox machine, because I have to make copies?"

93 %

"Excuse me, I have 20 pages. May I use the xerox machine, because I'm in a rush?"


95 %

"because" + reason = high compliance.

(even when reason isn't completely valid)

Hypothesis: *hearing the word "because" followed by a reason causes a person to exhibit behaviour to comply/agree with a request*

Skills focus 2: Content for different audiences

Audience	Your presentation purpose	What questions does your audience want answering?	How does your audience want you to present information?
A client 	To persuade your client to buy your new product	<ul style="list-style-type: none">• Why should I buy it?• How different is it from the product I usually buy?• How is it going to benefit me?• What difference will it make to my life?• Does value justify price?	<ul style="list-style-type: none">• A product demonstration• How do I connect with the story behind the product?• Evidence, testimonials

Task



Task: putting it all together

If your audience could remember only one thing about your presentation, what would it be?

What will get the audiences' (senior management) attention the most?



- Make it short, simple and easy to repeat so your audience can remember
- Align it to the Focus of the Presentation
- Make it specific to your audience needs and interests
- Use simple, conversational language (include we, you, our)
- Avoid clichés and statements everyone knows

Task: presenting your ideas



- In groups,
- ❖ Share your presentation topic, objective, audience type and core message.
 - ❖ Group members, provide feedback and suggestions for edits that could help.

Task: feedback

Task: reflection

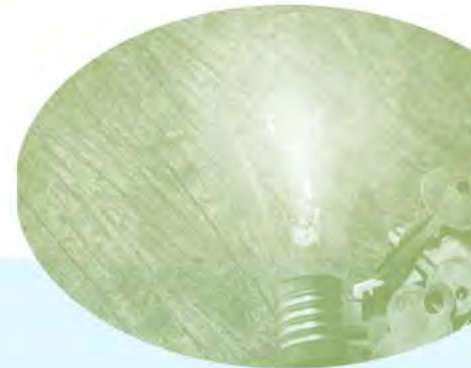
- ❖ Which of the concepts have you found most insightful today?
- ❖ Which ones do you still have questions about?



**Using the POW
approach**



**Adapting for
difference audiences**



**Core and key
messages**

Your learning journey: assess your progress

Now you are better able to... align the key messages of your presentation to the needs of different audience types

You have found out about how to...

- use the POW approach to plan audience-centric presentations
- analyse different audience types and needs
- define the core of your presentation

You have practised... how to plan the content of your presentation according to audience type and purpose.



What's next?

Don't forget to complete your 'Practice after class' activities

Practice after class



Checklist for planning

Here are a few useful reading resources to give you more information about the concepts that were covered.

- [Presentation Guru, What's the one thing that will make you a better communicator, blog](#)
- [HBR How to give the same talk to different audiences](#)
- [Nancy Duarte How to repurpose a presentation](#)

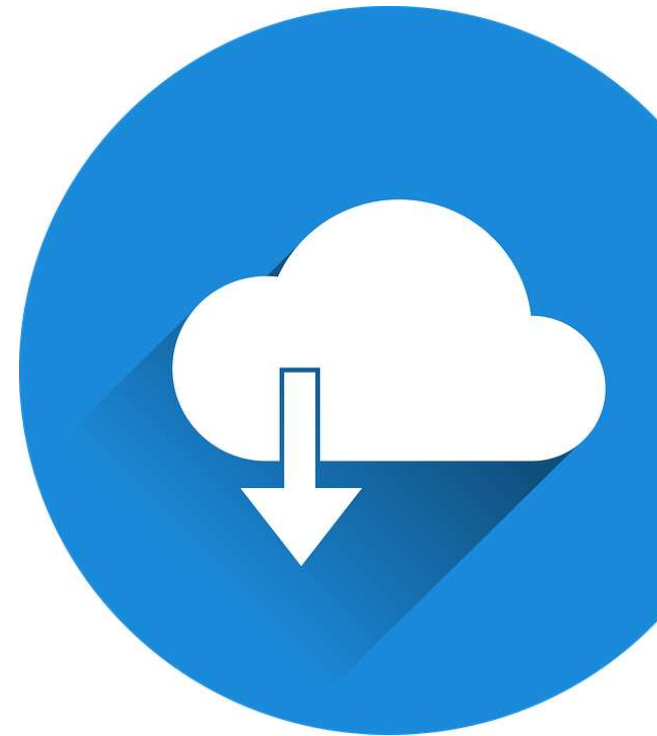
Action planning

What will you change / do differently as a result of this class?

Materials

Make sure you have

- downloaded the materials shared by the teacher
- saved the Zoom Chat



After-class speaking session

You can talk about any topic that interests you!

Use these questions as a guide, if needed.

- Do you get nervous giving a presentation?
- Do you often need to give presentations?
- Are you going to use POW next time you give a presentation?
- Who are the different audiences you might need to give a presentation to?
- How important is it to consider your audience when giving a presentation?

Dos

- ✓ Treat everyone with respect
- ✓ Keep your camera on to participate
- ✓ Let others share ideas
- ✓ Listen to everyone
- ✓ Click 'Leave' if you can't stay back

Don'ts

- ✗ Don't take pictures or record
- ✗ Don't share personal information
- ✗ Don't let your children be onscreen

For help, contact:

support.englishonline@britishcouncil.org

At



What do you think?

Do you like our new Professional Skills themes?

What did you think of the online activities?

What further information do you need?

For more information, write to

support.englishonline@britishcouncil.org



Teacher's Notes

This slide deck was adapted by Dalrene Rodrigues

Notes

Share your thoughts about the lesson with the next teacher