***When preparing your own presentation, it is recommended that you familiarize yourself with this plan and the detailed information*** (leading questions) which each point stands for. Try not to exceed the number of points. Each point means a slide of your presentation.

It is essential that you keep in mind the most important rule of delivering a presentation – keep text off the slides, focus on visualization instead. Even though you should minimize the amount of text on slides, you can still use some critical information in note form. However, most of the text should be moved to a text file which will help you give a speech during the presentation. This text file serves as your speaker’s notes.

1. ***General information*.** When was the company established/founded? Where is it headquartered/where is it based/where does it have the head office? What is/are the company’s slogan(s)/catchphrase(s)? How many people does it employ? Does it have any subsidiaries? Does it operate branches in other cities/towns/countries? 36 2. ***Product/service range***. What kind of products/services does the company offer? What product lines is it currently running? How many of them are there?

3. ***Financial performance.*** How well/badly is your company doing financially? Is it making profits or a losses? Are its profits up or down? Have they increased or decreased? What’s the total amount of its turnover? How large is its revenue compared with its net profit? Are there any cashflow problems? Consider commenting on other company’s profitability metrics, such as EBIT (earnings before interest and taxes) or EBITDA (earnings before interest, taxes, depreciation and amortization).

4. ***Market share.*** How much of the market does the company control? Who are its main competitors? Is it increasing or losing its presence in the market?

5. ***Advertising and promotion.*** How does the company advertise? Does it need any advertising/publicity at all? How does it promote its products/services? How strong are your company’s brand awareness and loyalty?

6. ***Reasons for success***. What factors/features contribute to the success/failure of the company? Is any aspect of its business activities really extraordinary, such as a unique management style or an exclusive supply chain? Use SWOT analysis to evaluate your company’s strategic position and its development prospects given the current market situation.

***Presenting in English step by step***

1. ***How to introduce yourself and your topic***

If some people in the audience don’t know who you are, you should introduce yourself and your position. There are various ways how you can do it. The choice of this or that way depends partly on the setting you are in. For example, you could introduce yourself either formally or informally. Next, you need to introduce your topic. If your presentation topic is simple, you could just say one sentence. Also, you might add more detail to break your idea into stages.

1. ***How to make a strong start***

I’m sure that you’ve heard good speakers and bad ones. Good ones grab your attention, and you want to hear what they have to say. Bad ones are the opposite. Even if you try 32 to make yourself listen, your attention drifts away. Bad speakers don’t think they have to earn your attention. On the other hand, good speakers understand that no one has to listen to them, so they work hard to make you want to pay attention.

Grabbing people’s attention starts from the beginning. You need to make it clear what people should expect from your presentation, and why they should care about what you have to say. Here are three techniques to connect with your audience and show them why they should be interested in what you have to say.

• If there’s a problem, there’s a solution

Think of a problem which many people in your audience have. Then, make sure that you have a solution to their problem. In this way, you make a boring-sounding topic more relevant to your audience by connecting it with their experience and feelings.

• Interesting facts or statistics

Mentioning an interesting fact or a surprising statistic can help you attract people’s attention.

• Short stories

Finally, you can engage people by telling a short story and connecting it to your topic. Stories are powerful, and they can add an emotional touch to your topic if you do it well.

1. ***Signposting your language***

Having interesting or relevant information is not enough. How you structure and organize your information matters just as much. If you don’t structure your presentation clearly, people won’t pay attention. You should use words and phrases to show the audience where your points begin and end, to show what’s coming next, to remind them about things you’ve talked about before.

You can use signposting to move from one point to the next:

*Next, I’d like to talk about...; Let’s move on and discuss...; At this point, I’d like to turn to...*

You can use linking language to add detail to an idea:

*Let me go into some more detail about...; Let’s examine... in more depth; I’d like to elaborate on/clarify...*

You can use signposting language to show that you’ve finished your main points, and you’ve reached your conclusion:

*To wrap up/recap, let’s remind ourselves of...; Let’s review the key points from this session/presentation/meeting; So, you’ve heard what I have to say. What conclusions can you draw from this?*

1. ***Dealing with problems***

While giving a presentation in English, you may have various problems. There are many common problems, such as:

• You might forget where you were or forget an important word.

• You might realize that you said something wrong, or you haven’t explained something clearly.

• You might forget to mention something important.

• Someone might ask you an awkward question, which you have no idea how to answer.

What can you do, and more importantly, what can you say in these situations? First of all, it is a good idea to make a cue card with key points, as well as any essential vocabulary you need. If you lose your place, and can’t remember what to say next, you can use a filler phrase like:

*Where was I? So, what was I saying? What’s the word in English again?*

If you still can’t remember, look at your cue card with your main points.

Of course, forgetting something isn’t desirable. But if you do, it’s better to keep going, rather than just standing there in silence. If you make a mistake, or you realize that you haven’t made yourself understood, you can say:

*Let me rephrase that. Actually, what I meant to say is... To clarify, I wanted to say that...*

In this way, you can correct yourself without admitting that you went wrong somewhere. What if you realize that you forgot to mention something important? You may add information using a phrase like this:

*Let me just add one more thing... I’d like to add something to a point we discussed earlier. Let me return/get back to an earlier point briefly.*

This allows you to correct yourself in a confident way, so you look like you are in control.

Finally, what do you do if someone asks you a challenging question which you can’t readily answer? Whilst dealing with difficult questions, just remember the three Ds: delay, deflect, dismiss.

First, you can delay giving an answer. Next, you can deflect the question by asking a question back or maybe by asking other audience members what they think. Finally, if the question is irrelevant, you can dismiss the question and move on. If it actually comes to answering such questions, you should try using phrases which may help you make your language vaguer (more indirect) and polite.