



Expressions For an Engaging Story-telling in Presentation

English for Start-up Incubator
cakap.com



Learning Objectives

After this lesson, students will be able to:

- apply the learned expressions verbally (especially when presenting) under the correct context.
- demonstrate understanding and accuracy of present continuous when doing presentations.

Warm Up

Click and watch the video!



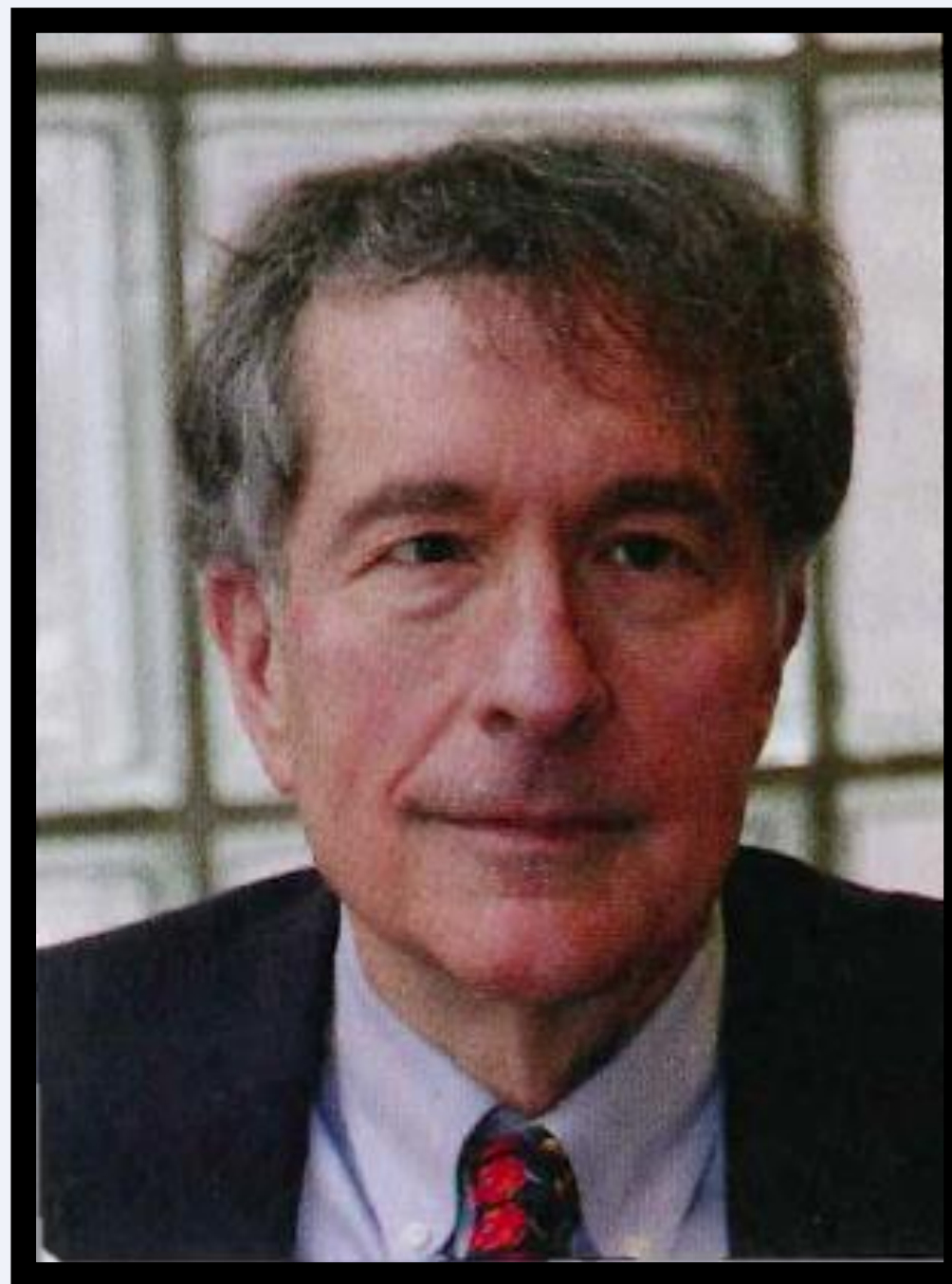
How do you find the video? Is the storytelling as engaging as the title claims to be? List down what you like from the video!

Example:

- What I like from Jack Ma is that he tries to connect with his audience on a personal level.
- ...

Discussion Points

Ponder the quotes and discuss the questions below!



{ Storytelling is the single most powerful tool in a leader's toolkit.
Dr Howard Gardner, Harvard Professor of Cognition and Education

The choice for leaders in business and organizations is not whether to be involved in storytelling – they can hardly do otherwise – but rather whether to use storytelling unwittingly and clumsily or intelligently and skilfully.

Steve Denning, author of The Leader's Guide to Storytelling and The Secret Language of Leadership



Discuss these questions with a partner:

- How far do you agree with Dr Howard Gardner about the power of storytelling? What kind of stories do leaders need to tell?
- Is it only leaders who need to tell stories? What about frontline managers, accountants, technicians and IT support staff?
- What do you think Steve Denning means by a story told 'intelligently and skilfully'?

Storytelling Skills

What key skills does a storyteller need?

With a partner complete the mind map below using the words in the box.



Options:

- a. draw
- b. quote
- c. use
- d. let
- e. stick
- f. involve
- g. exaggerate

Source: Dynamic Presentations – Mark Powell

Storytelling Skills: Answers

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Vocabulary Build Up

Exaggerating The Story

A certain amount of exaggeration is permissible in a good story. But this means you may need to use a wider range of vocabulary. What's the synonym of the following words?

The original word	The synonym	The original word	The synonym
tired	(ex...)	beautiful	(gor...)
hungry	(sta...)	ugly	(hid...)
big	(en...)	frightening	(te...)
cold	(fr...)	funny	(hil...)
hot	(bo...)	clean	(spo...)
clever	(br...)	interesting	(fa...)
exciting	(thr...)	strange	(bi...)

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cold	(freezing)	funny	(hilarious)
hot	(boiling)	clean	(spotless)
clever	(bright)	interesting	(fascinating)
exciting	(thrilling)	strange	(bizarre)

Useful Expressions

Expressions For an Engaging Story-telling in Presentation
Study and practice the following expressions

1. Beginning The Story

- Talking of...
- I'll never forget the (first) time I...
- This reminds me of (the time) when...
- Did I (ever) tell you about the time I ...?
- Let me tell you the story of how ...

2. Setting the context

- This was about ... years ago now.
- I guess this must have been around the time of ...
- I was living in / working for ... at the time.
- Just before this I'd been... Ing
- And in those days...

3. Involving The Audience

- Do you know what I mean?
- You're not going to believe this, but....
- Can you imagine?
- How can I describe it (to you)?
- You should have heard/seen...
- And you'll never guess what / who / where / how ...



Useful Expressions

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4. Adding Emphasis

- But the really... thing was....
- But that was the least of it!
- And that's not all!
- But wait a minute. It gets better / worse.
- And to top it all....

5. Ending The Story

- Anyway, to cut a long story short.
- It turned out in the end that ...
- So, in the end what happened was ...
- So, anyway, finally....



Practice the above expressions!



Storytelling Techniques

Study the following storytelling techniques and discuss what each point means with your teacher or the other participants

1. Create drama
2. Signal the end of the story
3. Establish credibility
4. Deliver the punchline
5. Involve the audience
6. Link to the theme of the presentation
7. Set the scene



Source: Dynamic Presentations – Mark Powell

Dissect The Speech

Telling stories is a powerful technique at any stage in a presentation, but particularly at the beginning and the end. Study the following keynote speech and match the highlighted parts with the correct storytelling techniques on the previous slide

A couple of years ago, a man walks into a sandwich shop in Delray Beach, Florida and orders a meatball sandwich. So the owner starts to fix the meatball sandwich when all of a sudden the customer pulls out a gun and he says: 'This is a stick-up! Give me all the cash in the register!' Now, I don't know what you would do in a situation like that. Admiral, what would you do in that situation? You'd give him the money. I sure would give him the money. What would you do? You'd give him the money. Well, that's not what happened. By the way, this is a true story. That's not what happened. The owner of the shop puts down the meatball sandwich, looks at the robber and he says: 'Listen, pal. We've had a really bad month.' He says: 'Business has been terrible. Would you settle for ten dollars and the meatball sandwich?' Now, I'm not making this up. This was in the paper. He says: 'Will you settle for ten dollars and the meatball sandwich?' So the gunman says: 'Are you crazy?' He says: 'I've got a gun here! I'm not settling for ten dollars and the meatball sandwich.' He says: 'I'm not settling for anything less than twenty dollars and the meatball sandwich!' So, the owner says: 'You got a deal!' Gives him the twenty bucks, gives him the meatball sandwich. You know what it said in the paper? It said: 'And the robber left satisfied.' ... My subject today is the courage to negotiate.

a

b

c

d

e

f

g

Dissect The Speech: Answer

Telling stories is a powerful technique at any stage in a presentation, but particularly at the beginning and the end. Study the following keynote speech and match the highlighted parts with the correct storytelling techniques on the previous slide

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- 7** Set the scene
- 1** Create drama
- 5** Involve the audience
- 3** Establish credibility
- 2** Signal the end of the story
- 4** Deliver the punchline
- 6** Presentation theme

Speaking Exercise

Practise your public speaking!



When was the last time
something
surprising/exciting/interesting/
strange/frightening happened
to you?

Articulate your story!

Speaking Tips

Make your own anecdote

Do the following and practise your speaking!

Think of a time when:

- you've learned a valuable lesson (perhaps from a mistake)
- someone said something clever, enlightening or profound to you
- you've misjudged someone (positively or negatively)
- you've been surprised (pleasantly or unpleasantly)
- you've been amused or entertained (by something someone said or did)
- you've succeeded at something in spite of difficulties
- you've reached an important milestone in your career.

Does it make a good story? Could you link it to a presentation theme? Tell a short anecdote about it using some of the expressions you've worked with to structure and add emphasis to your story. Don't forget to incorporate:

- dialogue
- tone of voice
- gestures
- a little bit of exaggeration

into your story, if you can, and when you present it, try to involve your audience as much as possible. Don't forget to apply the expressions on slide 9 & 10.

Speaking Exercise

Pay attention to the given situation below and practise your storytelling skills

Pretend that you're a *wedding organizer and that you're selling your services and products to your clients. What would you say to convince your clients in your pitch/presentation so that they end up as your customers? If possible, incorporate a witty anecdote and dazzle your clients!

DON'T FORGET

Employ the skills, techniques, strategies, expressions and vocabulary items covered on the previous slides!

NOTES

*The wedding organizer job in the above prompt is replaceable. Students are free to choose and use other alternatives should they have another.



Language Focus

Present continuous

Study the following explanation

The present continuous is a verb tense in which the action is on-going/still going on and hence continuous.

The present continuous tense is used to talk about actions that are happening at this current moment.

Structure:

Subject + be + Verb-ing + Obj

Examples:

- ☐ Hannah is presenting.
- ☐ Claire and Jack are presenting their work.
- ☐ Elton is drafting his proposal.
- ☐ I'm waiting for my lunch.
- ☐ Anthony is sitting in the lobby.
- ☐ Rose is reading the contract as we speak.

Language Focus

Present continuous exercise

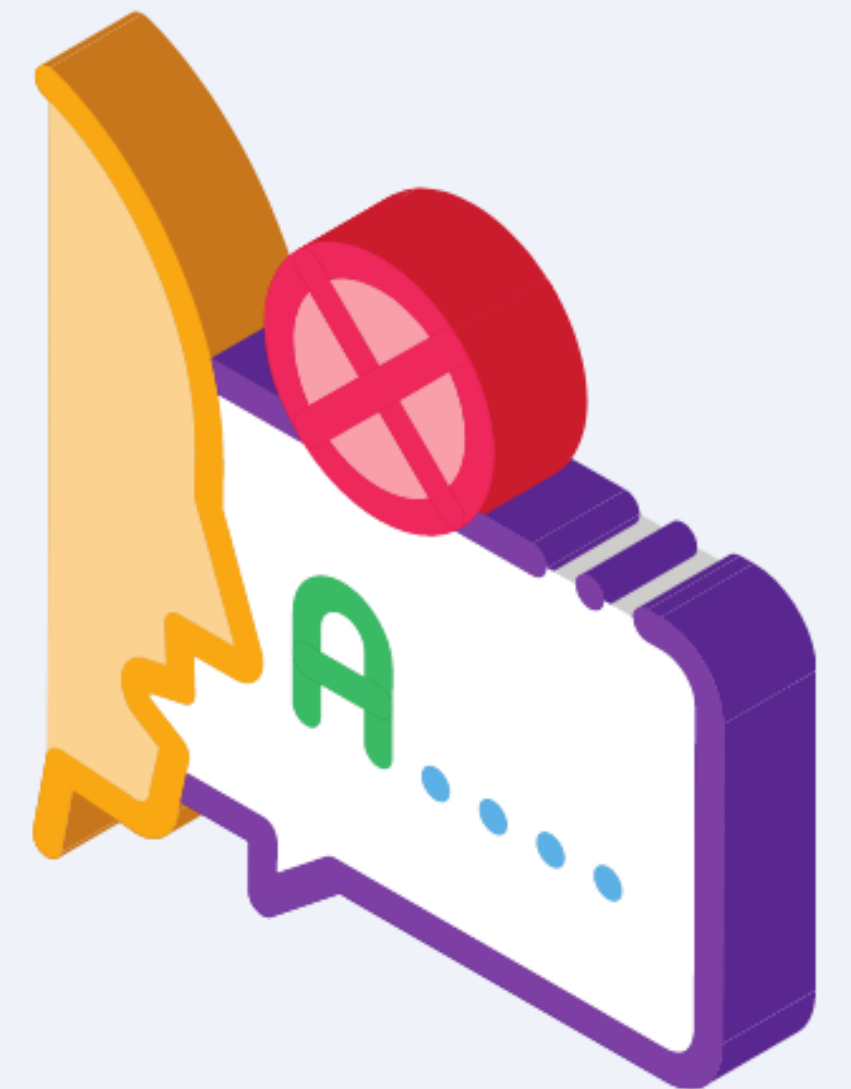
Describe what the people in the pictures are doing with present continuous tense



Pronunciation Drill

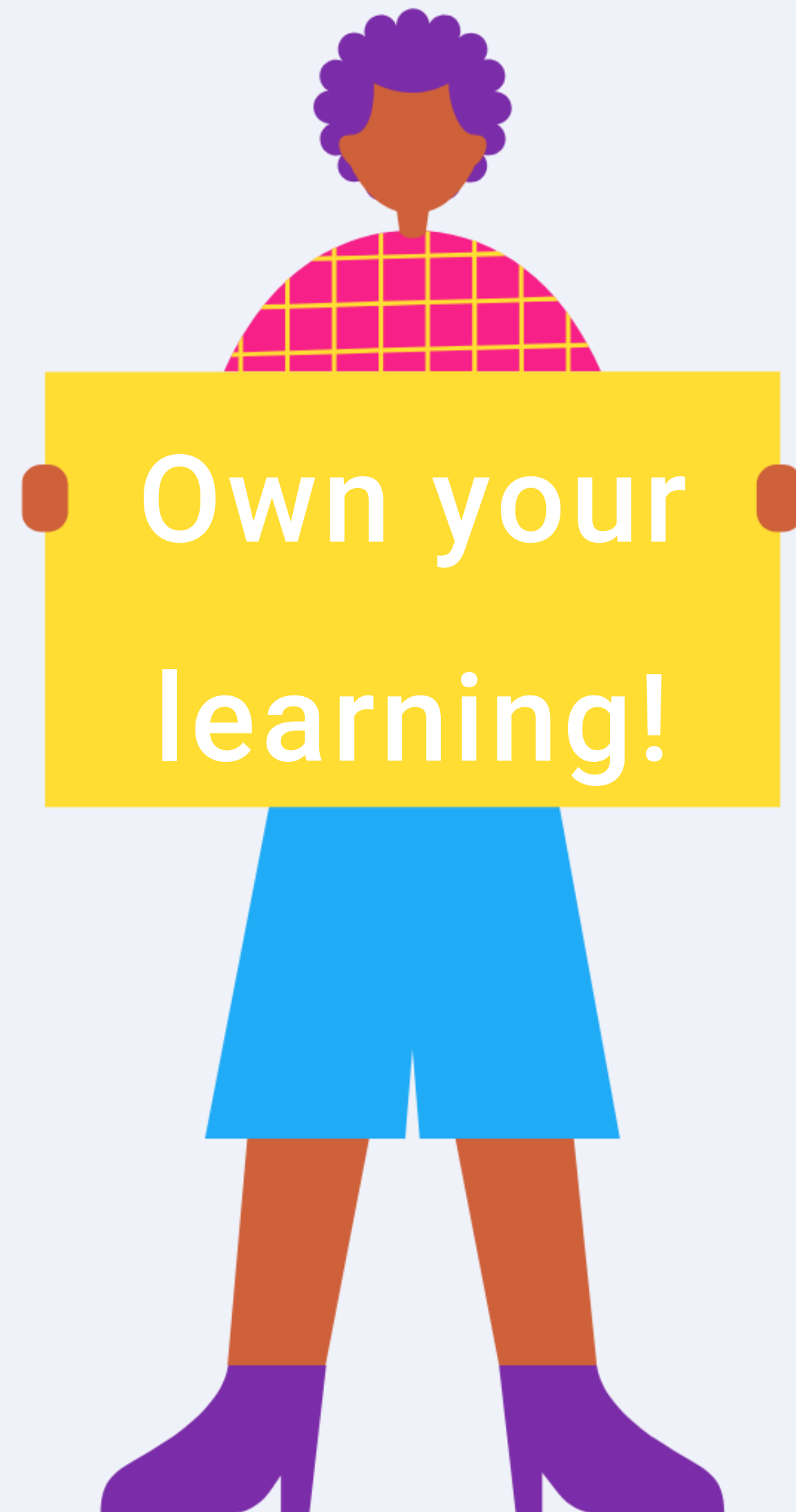
Pronounce the following words with correct pronunciation and clear enunciation

The words	The phonetic symbols
exaggerate	/ɪgˈzædʒ.ə.reɪt/
thrilling	/ˈθrɪl.ɪŋ/
incorporate	/ɪnˈkɔːr.pə.eɪt/
dazzle	/ˈdæz.əl/
anecdote	/ˈæn.ɪk.dəʊt/



Learning Reflection

Think of today's learning session and answer the following questions



What new knowledge have you obtained today?
(Could be a new concept(s) or new vocabulary items)

What's your favorite part of today's learning topic?

What do you think you can do with what you have learnt
today?

Thank you.



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