

Stating Your Purpose 1

It is essential to state the purpose of your presentation near the beginning. To do this clearly and effectively you need a few simple presentation verbs.

take a look at, report on, give an overview of etc.

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TASK

Below you will find a number of ways of stating the purpose of your presentation. Complete them using the words given. Combining the sentences with the number 1 will give you a complete introduction. Then do the same with those numbered 2 etc. The cassette provides a good model for you. Use it to check your answers after you have done the exercise.

OK, let's get started. Good morning, everyone. Thanks for coming. I'm (your name).

This morning I'm going to be:

showing talking taking reporting telling

1. to you about the videophone project.
2. you about the collapse of the housing market in the early 90s.
3. you how to deal with late payers.
4. a look at the recent boom in virtual reality software companies.
5. on the results of the market study we carried out in Austria.

... so, I'll begin by:

making outlining bringing giving filling

1. you in on the background to the project.
2. a few observations about the events leading up to that collapse.
3. company policy on bad debt.
4. you an overview of the history of VR.
5. you up-to-date on the latest findings of the study.

... and then I'll go on to:

put discuss make highlight talk

1. what I see as the main advantages of the new system.
2. the situation into some kind of perspective.
3. you through our basic debt management procedure.
4. detailed recommendations regarding our own R&D.
5. in more depth the implications of the data in the files in front of you.

Highlight all the verb phrases above, eg. *talking to you about, making a few observations about*. Notice it is not the verb alone, but the whole phrase you need to learn.

PRESENTATION

Prepare to introduce and state the purpose of a presentation of your own by completing the notes below. Then present your introduction.

Perhaps we should begin. or OK, let's get started.

Good morning / afternoon / evening, everyone.

Thanks for coming. I'm And, as you know, I

This morning I'm going to be

- talking to you about
- telling you
- showing you
- reporting on
- taking a look at

So, I'll start off by

- filling you in on the background to
- bringing you up-to-date on
- giving you an overview of
- making a few observations about
- outlining

And then I'll go on to

- highlight what I see as the main
- put the situation into some kind of perspective
- discuss in more depth the implications of
- talk you through
- make detailed recommendations regarding

Effective Openings

Communications experts are all agreed that the first three minutes of a presentation are the most important. They talk about 'hooks' – simple techniques for getting the immediate attention of the audience.

A good start makes you feel more confident. Here's how the experts suggest you 'hook' your audience:

1. Give them a problem to think about.
2. Give them some amazing facts.
3. Give them a story or personal anecdote.

class TASK

Look at the presentation openings below and divide them under three headings:

PROBLEMS	AMAZING FACTS	STORIES
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What do you think each presentation was about?

1. Did you know that Japanese companies spend four times more on entertaining clients in a year than the entire GDP of Bulgaria? 40 billion dollars, to be precise. You know, that's twice Colombia's total foreign debt. You could buy General Motors for the same money.
2. Suppose your advertising budget was cut by 99% tomorrow. How would you go about promoting your product?
3. According to the latest study, by 2050 only one in every four people in Western Europe will be going to work. And two will be old age pensioners.
4. You know, R&D is 90% luck. When I think about creativity, I'm reminded of the man who invented the microwave oven. He spent years messing around with radar transmitters, then noticed the chocolate in his pocket was starting to melt!
5. Statistics show that in the last ten years more people have legally emigrated to the United States than to the rest of the world put together – about half a million of them a year, in fact. Now, over ten years, that's roughly equivalent to the population of Greece.
6. Have you ever wondered why it is that Americans are easier to sell to than Europeans? And why nine out of ten sales gurus are American? You have? Well, if I could show you what stops Europeans buying, would you be interested?

7. I read somewhere the other day that the world's highest paid executive works for Disney and gets \$230 million a year. Now that's about \$2000 a minute! That means he's currently making more money than Volkswagen.

8. How many people here this morning hate going to meetings? Just about everybody, right? Well, imagine a company where there were never any meetings and everything ran smoothly. Do you think that's possible?

9. Have you ever been in the situation where you've had to negotiate with the Japanese? I remember when I was working in Nagoya and everybody had told me the Japanese don't like saying no. So in meetings I just kept saying yeah to everything. And they hated it. It turned out yeah sounds like no in Japanese!

PRESENTATION

Use the frames below to help you prepare effective openings, using the problem, amazing facts, or story technique. Whatever technique you choose, prepare your opening carefully. You should always know exactly how you are going to start.

PROBLEM TECHNIQUE

1. Suppose
How would you ?
2. Have you ever wondered why it is that ? You have?
Well, if I could show you would you be interested?
3. How many people here this morning / afternoon / evening ?
Well, imagine Do you think that's possible?

AMAZING FACTS TECHNIQUE

1. Did you know that ?
2. According to the latest study,
3. Statistics show that
4. I read somewhere the other day that

STORY / ANECDOTE TECHNIQUE

1. You know,
When I think about
I'm reminded of
2. Have you ever been in the situation where ?
I remember when
It turned out

Signposting

In a good presentation, what you say – the content – is much more important than anything else. But a clear structure helps. When you move on to your next point or change direction, tell the audience:

You can do this easily and effectively, using simple phrases as ‘signposts’ to guide the audience through your presentation:

To move on
To expand on
To digress

To go back
To recap
To conclude

To summarize
To turn to
To elaborate on

TASK 1

Choose one of the ‘signpost’ expressions from the box above for the following situations:

1. When you want to make your next point.
2. When you want to change direction.
3. When you want to refer to an earlier point.
4. When you want to repeat the main points.
5. When you want to give a wider perspective.
6. When you want to do a deeper analysis.
7. When you just want to give the basics.
8. When you want to depart from your plan.
9. When you want to finish your talk.

- To
To

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These nine basic signposts are all you need, but you have to remember them automatically. Listen to your cassette or your teacher. When you hear an instruction, for example, *make your next point*, write the correct phrase:

1.
2.
3.
4.
5.
6.
7.
8.
9.

Survival Tactics

Giving a presentation in a foreign language is a challenge. Concentrate too hard on the facts and you make language mistakes. Concentrate too hard on your English and you get your facts wrong.

TASK 1

If you have problems during your presentation, don't panic. Pause. Sort out the problem and continue. Here are the eight most common problems people face. Match what you think with what you say:

WHAT YOU THINK

1. I've got my facts wrong!
2. Too fast! Go back.
3. I've forgotten to say something!
4. Too complicated! Make it simple.

5. I'm talking nonsense.
6. How do you say this in English?
7. Wrong! Try again.
8. I'm running out of time!

WHAT YOU SAY

- a. So, let's just recap on that.
- b. So, basically, what I'm saying is this . . .
- c. Sorry, what I meant is this . . .
- d. Sorry, I should just mention one thing.

- e. So, just to give you the main points here . . .
- f. Sorry, let me rephrase that.
- g. Sorry, what's the word / expression?
- h. Sorry, perhaps I didn't make that quite clear.

Notice how some of the words are stressed in each phrase. Repeat the phrases until you feel comfortable saying them.

cass TASK 2

Knowing how to get out of difficulty in a presentation is essential. If you learn these expressions by heart, you will be able to do it automatically and, therefore, confidently. Listen to the following problems and use the correct survival phrase.

1. Facts wrong!
2. Too fast!
3. Forgotten something!
4. Too complicated!
5. Talking nonsense!
6. Don't know the English!
7. Sounds wrong!
8. No time!

- > Sorry, what meant this.
- > So, let's recap that.
- > Sorry, should mention thing.
- > So, basically, saying this.
- > Sorry, perhaps didn't make clear.
- > Sorry, word looking for?
- > Sorry, let rephrase
- > So, just give main here.

Repeat this activity several times until you can do it automatically.

Commenting on Visuals

Visuals help you to give a lot of information in a short space of time. They are really 'quick snapshots' of situations, developments, events and processes which would take a long time to explain fully in words.

Good visuals speak for themselves and require little or no description, but you often need to draw your audience's attention to one or more key points before you discuss them in more detail.

- | | |
|---------------------------|---|
| 1. Highlights | Which parts of the visual are most significant? |
| 2. Comments | Why? |
| 3. Interpretations | What conclusions can you draw? |

TASK 1

These expressions highlight important information in a visual. Complete them using the following words:

on to at out about

- | | |
|---------------------------|--|
| us to look | 1. this part of the graph in more detail. |
| us to focus our attention | 2. one particularly important feature. |
| I'd like you to think | 3. the significance of this figure here. |
| to point | 4. one or two interesting details. |
| to draw your attention | 5. the upper half of the chart. |

TASK 2

These expressions comment on important information in a visual. Complete them using the following words:

If As Whatever Whichever However

1. you can see, there are several surprising developments.
2. you look at it more closely, you'll notice a couple of apparent anomalies.
3. you try to explain it, this is very bad news.
4. the reasons for this, the underlying trend is obvious.
5. way you look at it, these are some of our best results ever.

TASK 3

These expressions interpret important information in a visual. Complete them using the following words:

lesson message significance conclusions implications

- | | | |
|--------------|------------------------------------|---------------------|
| | 1. to be drawn from this are | |
| | 2. to be learned from this is | |
| I'm sure the | 3. of this are | clear to all of us. |
| | 4. of this is | |
| | 5. here is | |

Now highlight all the useful expressions, eg. *I'd like us to look at, I'd like us to focus our attention on* etc.

TASK 4

In the box below prepare a visual which is relevant to your work, company or interests. Present it several times, using the suggested expressions to help you.

Introduction and Explanation

Take a look at this / Let's have a look at this / I'd like you to look at this.

Here we can see

The represents And the represents

Highlights and Comments

I'd like us to look at in more detail. As you can see,

I'd also like to draw your attention to

If you look at it more closely, you'll notice

Interpretations

I'm sure the implications of this / the conclusions to be drawn from this are clear to all of us.