

Making a point

COMMUNICATION

LEVEL
Intermediate

NUMBER
EN_BE_3403X

LANGUAGE
English

lingoda





Goals

- Can identify and explain some key strategies to organise and formulate ideas in a more persuasive way.
- Can use a wide range of structures to emphasise the main point of my discussion or talk.







The art of persuasion

**Can you think of
anyone who is a
particularly
persuasive person?
What is the secret to
their success?**



The art of persuasion

Below are some typical characteristics and habits of highly persuasive people.

Why do you think these things are persuasive?



greet people by
name

good listener

know their
audience

ask questions

connect well
with others

smile

seek to please
people

honest and
genuine

use positive
body language

persuasion

There are certain traits that highly persuasive people have.

1. They **acknowledge** the points of view of others.
2. They are **likeable**, which means people trust them more easily.
3. They aren't **pushy** but also aren't **pushovers**. Persuasive people are always **assertive** and **confident** but they never force their ideas on others.
4. They **ask insightful questions** and know when to step back and **listen** to what others have to say.



The power of **persuasion** is important for presentations.



Vocabulary

**Do you understand
the words in bold on
the previous page?
Discuss the meanings
with your teacher.**

acknowledge

pushy

pushover

assertive

insightful



Match the following words with their antonyms (opposites).
Can you give examples of these character traits?

pushy

assertive

likeable

insecure

insightful

timid

unlikeable

mousey

short-sighted

confident

emphasis

Emphasis is used when you want to **stress**, or **draw attention to**, a word or words to show that they are particularly important.

The verb form is **to emphasise**.



Let me stress the importance of the word **emphasis** by **emphasising** it!



Useful phrases for emphasis

The point is...

The **point is** that we need to hire new staff.



There is just one thing I would like you to focus on, which is...

There is just one thing I would like you to focus on, **which is** our problem with high staff turnover.



It all comes down to one thing, namely...

It all comes down to one thing, **namely** our need to work harder at retaining talent.



If there's anything you should take away from this, it's...

If there's anything you should take away from this, **it's** that motivating your staff is a key factor in higher performance levels.





Writing your own sentences

Use the phrases below to write some sentences which emphasise your point.

If there's anything you should take away from this, it's...

It all comes down to one thing, namely...

The main point of what I'm trying to say is...

A spiral-bound notebook with lined pages, intended for writing sentences using the provided phrases.



More phrases for emphasis

- Here are some more phrases you can use if you want to emphasise a point.

phrases for emphasis

I want to stress that this...

The important point is that...

This report emphasises the...

The committee highlighted the impacts of...

The key point is that...



strategic placement

Another great way of **emphasising points** is by adding certain **words** or **phrases** to the sentence in a **strategic way**.

Called **introductory adverbs** or **adverb phrases**, these include words and phrases such as **especially**, **above all**, **particularly** and **most importantly**.

These words should be placed at the **beginning of the sentence** or **after the subject**.



We **especially** need to hire more IT staff.



Strategic placement of words



Remarkably, the sales figures are still good.

Crucially, the report did not avoid the question of political responsibility.



Most importantly, our employees need to receive better feedback more often.

We **particularly** have to hire a better cook for the canteen.



Above all, we need to concentrate on a more timely delivery.



Over to you

Write 4 emphasised statements about you or your company using the words below.

Practise the different placements in the sentence.

especially

particularly

above all

most importantly

variation of sentence length

Varying sentence length can also **increase** the **impact** of your words.

A short sentence followed by a longer sentence will **emphasise the meaning** of the shorter sentence. It is good practice to use a **variety of sentence types**.

Remember that **subordinate clauses** will receive **less stress than main clauses**. Avoiding too many complex sentences will improve the flow of what you are saying.
Include the most important information in your main clauses.



Our company's main problem is a lack of effective marketing.
That's all. That's what it has always been.



Emphasising the point

Create short sentences with the following prompts. First, decide on the main point of the sentence and then repeat and emphasise the main point by using a short sentence.

Use the sticky notes on the next page if you need ideas for short sentences.



Examples: We have achieved 20% profit this month. **We really have.**

Did you realise that the problem was actually a lack of staff? **It was only that. It has always been that.**

sales went up

our team won
an award

stock market
crash

another
meeting was
cancelled

high
unemployment

delayed a
project



Use these phrases for the activity on the previous page

Really, it's true.

That's all.

As I said, this is the
main issue.

We really have.

It was only that.

It always has been
that.



Writing with emphasis

Write a paragraph on the statement below. Use a range of different sentence types, emphasising phrases and strategic placement of words to emphasise what you are saying.

Globalisation is good for business but bad for people.

for

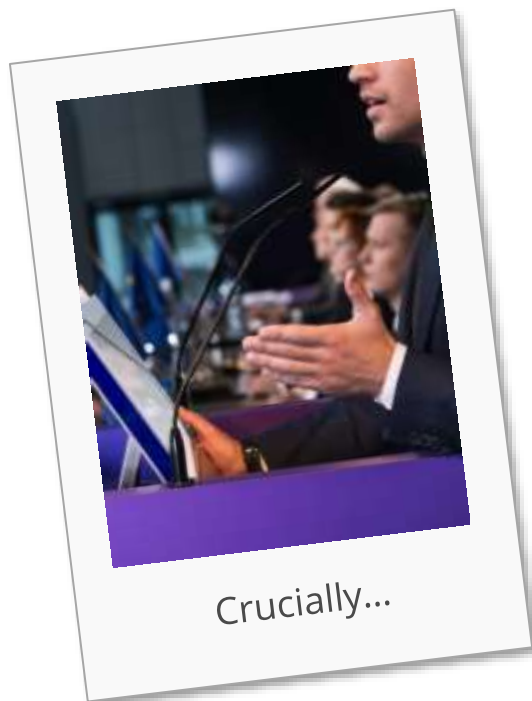
against





Practise with phrases for emphasis

You are reaching the end of a speech on the topic you just wrote about. Practise using these phrases to conclude your speech. Role play delivering the final passage of your speech with your teacher.





Structures to help organise your speech

- The following phrases may be useful when you want to show that **you would like to speak in a conversation.**

asking to be the one who speaks

May I ask you a question concerning that point?

There is something I would like to specify about that.

If I may, I would like to comment on that.





Using structures to organise your speech

To be persuasive, it's important to speak clearly and precisely. Here are some useful phrases for better organising your speech.

Categorise the phrases under the headings below.

Can you explain that more clearly?

What do you think?

Please go ahead.

...if you know what I mean.

If you'll allow me to continue...

Are you sure about that?

Can you elaborate on that?

Can I ask you a question concerning that point?

I'm not quite finished yet.

Please let me finish what I was saying.

Do you think so?

If I may, I would like to say that...

interrupting or asking for clarification

showing that you want to continue speaking

letting someone else speak

keeping the conversation going



Discussing complex topics

Sally and Ben are having a discussion about digitalisation in the workplace. Sally thinks that it is a good thing, but Ben thinks that it is bad.

Role play a discussion between Ben and Sally with your teacher, focusing on using phrases that help keep the conversation going.



If you are being interrupted, use a phrase to indicate that you want to keep talking.



Delivering a presentation

Choose a topic and give a 5-minute presentation on it.



Take a few minutes to come up with 3 points that you want to make.

Note down any **phrases for emphasis** and **structures for organising speech** that you might want to use.

When you are presenting, try to **vary** your **sentence length** and **place words strategically**.



Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?



If you have time, go over
the most difficult slides again



Answer key

Exercise p. 8

pushy-timid OR pushy-mousy
assertive-mousy OR assertive-timid
likeable-unlikeable
confident-insecure
insightful-short-sighted

Exercise p. 22

Interrupting or asking for clarification: Can you explain that more clearly?, Can I ask you a question concerning that point?, If I may, I would like to say that...

Showing that you want to continue speaking: Please let me finish what I was saying, I'm not quite finished yet, If you'll allow me to continue...

Letting someone else speak: Can you elaborate on that?, Please go ahead, What do you think?

Keep the conversation going: Are you sure about that?, ...if you know what I mean, Do you think so?





Write a persuasive e-mail to a colleague

Write a persuasive e-mail to a colleague saying that the budget for office parties and team events is either too low or too high (you decide). Argue your point as convincingly as possible and use the techniques that you have learnt.

– □ ×

To:

Subject:

Dear...



alcohol
consumption

learning foreign languages

eco-tourism

recycling programmes in the workplace

having to
attend school

e-learning

lingoda

