

## 2A Smooth structure



A presentation is very much like a journey. We need to explain: 'Where are we going?' And then along that journey as we move through it, we need to explain how we're moving on. Are we making progress? And, finally, when we get to the end, we've got to close our presentation in a way that's more engaging than 'Any questions?' So finding something that reiterates those key points at the end is absolutely essential.

*Rob Geraghty, The Wow Factor*

1 Rob Geraghty mentions some of the ways in which a presentation is like a journey. Can you think of any others?

2 If a presentation is a kind of journey, then the ability to signpost that journey is clearly critical. Complete the 'signpost language' below:

ask digress expand leave move return **start** summarise  
asking closing coming giving going **outlining** turning

I'll be  
.....  
on to this later.

I'm going to  
.....**start**..... off by ...

Let's ..... on  
to the subject of ...

To ..... to  
my main point here.

OK, .....  
for a moment to the  
question of ...

Let's .....  
on that a little.

To .....  
for a moment.

..... back to  
what I was saying earlier.

In ....., I'll just ...

..... the main points we've looked at.  
..... you to remember one thing.  
..... you with this ...



- 3 Referring to points you made earlier in your presentation is a good way to show the coherence of your talk and strengthen your arguments. Mentioning what you'll be talking about next can build anticipation, as long as you don't get too much ahead of yourself! Decide whether the phrases below refer back or point forward and circle the appropriate arrow.

If you don't know where you're going, you'll probably end up somewhere else.  
Yogi Berra, baseball legend



- |                           |                                |
|---------------------------|--------------------------------|
| a Earlier we saw ...      | f So, the next question is ... |
| b This leads us on to ... | g As we discussed ...          |
| c As you'll recall ...    | h This brings us on to ...     |
| d Later we'll see ...     | i This goes back to ...        |
| e You'll remember ...     | j By the end of this talk ...  |

- 4 1.06 Being able to show a logical link between your main points is very important in a presentation. Link the presentation extracts below and label the 'link phrases' with the appropriate function. Then listen and check your answers. The first one has been done for you.

cause → effect    effect → cause    action → purpose  
point → contrast    point → addition    point → specification

- |                                      |  |
|--------------------------------------|--|
| a Turnover for Q3 is well up,        | <b>and what's more</b> , there never will be                     |
| b Avoiding risk is a mistake.        | <b>has resulted in</b> reduced profitability                     |
| c We need to constantly reassess     | <b>whereas</b> in the rest of Asia it's tripled.                 |
| d A rise in the price of oil         | <b>thanks mostly to</b> increased sales in Russia.               |
| e Demand is down 3% in Japan         | <b>especially</b> in the long term. <i>point → specification</i> |
| f There's no market for low quality. | <b>so that</b> we don't lose our competitive lead.               |
| g The recent flood of cheap imports  | <b>as a result of</b> the merger announcement.                   |
| h We need to move fast               | <b>and yet</b> these have not converted into sales.              |
| i Our share price has soared         | <b>in particular</b> on what it is we do best.                   |
| j Now is the time to focus –         | <b>in order to</b> take advantage of this opportunity.           |
| k Our website's receiving more hits, | <b>plus</b> , it's a growing one.                                |
| l It's an enormous market;           | <b>may lead to</b> a price war.                                  |

- 5 Turn to page 79 to practise using some of the key signpost language you've studied.

