

# Business English: Making Presentations

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## 1 Giving Effective Presentation

### 1.1 Control Nervous and appear more relaxed

- Prepare and Practice: Plan ahead of time
- Calm your Nerves: breath deeply, breathe out longer than you breathe in (count 2 for breath in, 6 for breath out)

### 1.2 Posture

Eye Contact: face the audience not the screen. find a few people to look at

Voice: volume, tempo: don't speak too quickly

Emphasis: chunking, stress some key words. Pause before and after the keywords

Intonation: question or not

Write important words in presentation and check the pronunciation.

Abbreviation: use stand for or is a short for

Stress the final letter in an abbreviation where can say the letters: IT: stress on T (the end of)

Fillers: here's an example, Let me see, UHMM (don't use)

### 1.3 Effective Introductions

Basic plan for a Presentation:

- 1. Tell people what you plan to say
- 2. Say it
- 3. Tell them what you have said

Greeting: Good Morning

Topic: Today, I'm going to be talking about .../ In this presentation, we're going to show you ...

Effective Introductions (first 5 minutes)

Motivate your audience to listen to you

Hooks

- Ask question: ask people experience: pause people response
- Tell a story: meaningful/ interesting (paint point/problem)
- Give some surprising information (statistic): Did you know that ...

Keeping the Audience's Attention

- wait to stop talking

Direction:

Overview of your presentation: Do not say "introduce our plan". You show your plan. Let me show my plan or Here's an overview of my presentation.

Objective/ Goals Use short nouns and verbs

### 1.4 Guidelines for Presentation

A: Attention

B: Benefit

C: Credibility ( They believe what you say)

D: Direction

## 1.5 Expression for Attracting the Audience's Attention

- My name is ... / I'm ...
- Today, I'm going to be talking about ...
- in this presentation, we're going to show you ...
- How many of you ...?
- Please raise your hands if you ...
- Did you know that ...
- Here's a statistic that may surprise you
- Let me show you our plan
- Here's an overview of ...
- My goal is to ...
- Here's what our objectives are today

## 2 Transitions and Conclusion

D: Direction — signpost: sequence

To begin, First, Then, Next

Next topic: Let's move on to ... , Now let's look at ..., Moving on to ...

Signposts: Explanations: So, why does this happen? You may be wondering when/why/how ...

Signposts: showing Significance or Effects

- What's the significance of this?
- Why is this important?
- This is important because...

Signpost: Going Back

— Let's go back, Backing up to

Signposts: Details

—There are two important ... to consider

Signposts: Examples

—For example

Signpost: Rephrasing

— In other words, What I mean that ...

Signposts: Conclusions

— So, to recap; To close ..., In conclusion

— Only say Thank you, don't say thank you for listening

## 2.1 Answering Question

Feel free to stop me anytime if you have a question

I'd be happy to answer this question at the end

Good question, I'll come to back in few minutes

I'm sorry. Are you asking .. ? rephrase questions

I'd like to think about that/ talk to you about that in the break

I understand that you have different point of view

I don't think that you are wright (don not say you are wrong)

## 3 Creating Slides

10-20-30 Rule:

- Do not use more than 10 slides
- Do not speak for more than 20 minutes
- Do not use font smaller than 30 points
- Use graphics and visual, not text
- Do not read form the slides

666 Rule

Limit to:

- 6 words in a bullet point
- 6 bullet points on a slide
- 6 slides with bullet points in a row

## 4 Graphs and Charts

### 4.1 Vocabulary

the x-axis the y-axis

the solid line, the red line

the dotted line

the broken line

a bar chart/graph

a column

a pie chart

a segment/ share

### 4.2 Introduce Visuals

How have changes in the travel industry **impacted** travel agents? Let me show

I'm going to show you some data to illustrate how serious this is

This graph **shows** the change in the number of travel agents in the United State

this chart explains **how/why/when sales fell**  
this diagram **illustrates the process**  
**This table provides** data for 2016  
**This table list** the names of countries with the top tourist destinations  
**this table gives** information about travel in the last five years

#### 4.3 Direct Attention

**As you can see** the biggest change was from 2000 to 2004, when the industry lost more than 100,000 travel agents.

**As you can see**  
**Here you can see**  
**I want to point out that**  
**Let me point out that**  
**It's important to notice that** this change began in 2000

#### 4.4 Show Importance/ Relevance

**This means that**  
**This clearly shows that**  
**This is important because**  
**So you can see that ..**  
**This clearly illustrates**

#### 4.5 Mention the Source

**This graph, from the**  
**According to**  
**A study by**

#### 4.6 Be Specific

**People between 18 and 34 are**  
**Older people spend**  
**Eighty percent of travelers ..**

#### 4.7 Support your Main Point

**Explain important:**  
**This is important because ...**  
**this explains why**  
**Make predictions:**  
**This means that**  
**If this trend continues ...**  
**Based on this information**  
**Draw a conclusion:**

It's clear from looking at this chart that  
So you can see that  
Based on this data  
This clearly shows that