

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 not 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

4.8 Numbers

Some useful expression:

- Two **out of** three customer is ...
- One **out of every** seven minutes online is Facebook
- One in four American is
- Pokhara is less expensive than Zurich
- Zurich is **four times as expensive as** Cuzco

4.9 Trends

a gradual increase in

a decline in

a sharp decrease in, drop in, the upstick in

a gradual change, a small change, a huge drop, a very significant increase

— Prepositions:

in that period

from 40 to 45

increase to

increase in spending of 10

increase by 50