

# Pre-Reading for Module 3

## **Business Presentation**

# KEY PHRASES

# BUSINESS PRESENTATION

To be able to speak effectively, you need to remember some key phrases or sentences that are often used in a professional business setting. If you want to be fluent in English quickly, you need to practice using these key phrases outside of the class with your classmates.

## GREETING THE AUDIENCE

### FORMAL/ INFORMAL

*"Good morning everyone and welcome to my presentation. First of all, let me thank you all for coming here today"*

### FORMAL

*"Good morning, ladies and gentlemen. It's an honour to have the opportunity to address such a distinguished audience"*

## INTRODUCTION

*Let me start by saying just a few words about my own background. I'm [insert your name here] from [insert your company/institution and position here] For those of you who don't know me already, my name's [insert your name here] and I'm responsible for.. [insert your roles at your company/institution here]*

## SAYING YOUR TOPIC

*What I'd like to present to you today is... and this is important because... As you can see on the screen, our topic today is...and it is particularly relevant to those of you who are interested in...*

## PRESENTING OUTLINE

*During the next 20 minutes, we'll be talking about...*  
*I've divided my presentation into three main parts. Firstly, ... secondly, ... thirdly, ...*  
*In my presentation I'll focus on three major issues. They are ...*

## PRESENTATION TIMING

*This should only last 20 minutes. My presentation will take about 30 minutes to cover these issues. In the next 15 minutes, I will be talking about ...*

## HOW TO ASK QUESTIONS

*Please interrupt me, if there is something that needs clarifying. If you don't mind, we'll leave questions till the end. In the end, I'd be happy to answer any of your questions.*

## MAIN POINTS

### Saying what is coming:

- *In this part of my presentation, I'd like to talk about...*
- *So, let me first give you a brief overview...*
- *There are a number of points I'd like to make...*

### Expanding the points:

- *In addition to this, I'd like to say that...*
- *Moreover, there are other interesting facts we should take a look at.*

### Indicating the end of a section:

- *This brings me to the end of my first point.*
- *So, that's the background on...*

### Moving to the next point:

- *This leads directly to my next point.*
- *Let's now move on to/turn to...*
- *Let's now take a look at...*

### Going back to a previous point:

- *As I said/mentioned earlier, ...*
- *As I've already explained, ...*
- *As I pointed out in the first section, ...*

### Giving examples:

- *To give you an example,...*
- *To illustrate this point...*

## EXPLAINING VISUAL INFORMATION

### Introducing a visual:

- *The chart on the following slide shows...*
- *To illustrate this, let's have a closer look at...*
- *Let's now look at the next slide which shows...*

### Explaining a visual:

- *From Table 1 we can infer that...*
- *The chart compares...*
- *As the graph/table shows/indicates....*

### Highlighting information:

- *If you take a closer look, you'll notice there are several surprising developments.*
- *I'd like to point out one or two interesting details.*
- *I'd like to stress/highlight/emphasize the following points.*

### Describing trends:

- *Our users increased/shot up/grew/rose by...*
- *Our users reduced/decreased/dropped/fell by...*
- *The increase reached a peak/leveled off...*
- *Sales increased/decreased slightly/slowly/gradually/steadily/markedly / dramatically/steeply/sharply/ rapidly/suddenly...*

## CONCLUSION

### Indicating the end of a presentation:

- *I'm now approaching the end of my presentation.*
- *As a final point, I'd like to...*
- *That's a wrap of my presentation.*

### Summarizing points:

- *I'd like now to recap...*
- *To summarize, ...*
- *In conclusion, I'd like to ...*

### Making recommendations:

- *In my opinion, we should ....*
- *We'd suggest ...*
- *Therefore, we strongly recommend that ...*

### Close the presentation:

- *Before I finish, let me just say thank you ...*
- *I hope you will have gained an insight into...*
- *Thank you for your attention.*

### Encouraging questions:

- *If you have any questions, I'd be pleased to answer them.*
- *Are there any questions?*

### Acknowledging the question:

- *That's a very good question.*
- *That's actually a question I get asked frequently.*

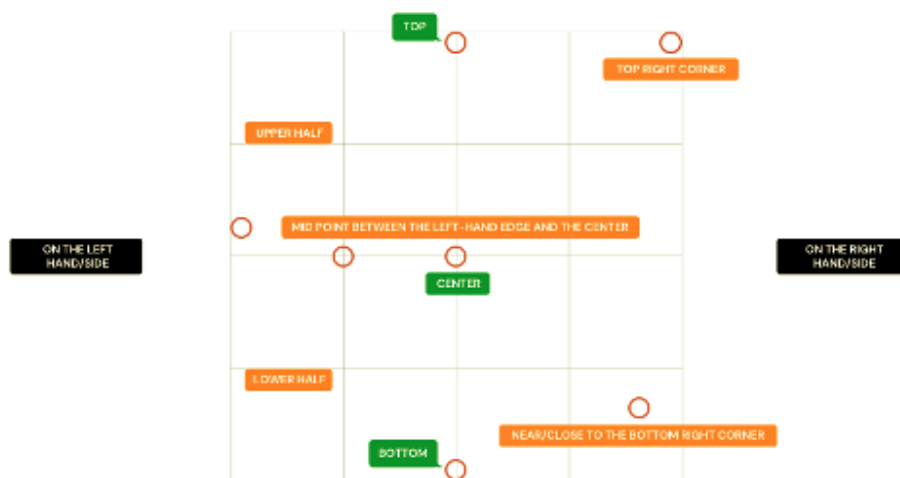
# GRAMMAR POINTS: DESCRIBING CHART

Modal verbs are auxiliary verbs that provide additional and specific meaning to the main verb of the sentence. Modal verbs can be used to express ability, permission, advice, obligation, offers, and possibility.



## LOCATION IN A CHART

Here are phrases we can use to explain where a piece of information is located in a chart or graph:



## MULTIPLE DATA IN A CHART

When there are multiple points being explained, it is important to differentiate them.



# BUSINESS PRESENTATION ROLE-PLAY SCENARIO

During the lesson, you will have the time to practice using key phrases in a role-play. Below are the scenarios that you may practice together with your peers.

Further instruction will be given in class.

## GENERAL GUIDELINES:

You will be grouped with your peers to deliver a group presentation.

**Please choose any product you want to talk about, something that you use daily.**

**For example: your mobile phone, smart-watch, tablet/pad, or any mobile application that helps you to get through the day.**

After that, choose 1 out of 3 scenarios given.

**You will have 10 minutes to prepare your presentation in the break-out room, and five (5) minutes to deliver your group presentation.** While waiting for your turn, pay attention to your friend's presentation and ask a question for them to answer.

Due to time constraints, the use of a presentation document is **not** mandatory.

You may use any free template you can find in Canva if you prefer, but **what's more important is that you are able to follow the correct structure and apply some of the techniques that you have learned today.**

**You are also encouraged to apply our learning from the previous class** (spoken correspondence, using modal verbs for a polite request, expressing your opinion to either agree or disagree, asking some questions, and giving a feedback/suggestion).

This is an Internal Presentation, which means that the audience comes from the same company.

You are the Product Research & Development team from DEF start-up/company/agency.\*

Your team has been working to develop a new project/product\* and you want to do beta testing for several users to get their feedback. **You were requested by your CEO & COO to present your plan on how you are going to finish the product development, get the users feedback, and do a product iteration.**

*\*) please choose or develop the details on your own.*

1.

This is External Presentation, which means that you are meeting with people outside of your company.

You are a team from XYZ start-up/company/agency.\*

You just met a prospect, who might become your client. They are very interested to know about your company, your products and services.

**This is an initial meeting between your team and your prospective clients.**

You want to introduce the whole team, as representatives from your company, along with the products and services you have. At the end of the presentation, you will ask your prospective clients what you can do to help them.

**2.**

*\*) please choose or develop the details on your own.*

Create your own scenario!

You may create and develop a hypothetical scenario that is relatable with your department or your specific roles within your company.

Don't forget to use important key phrases & grammar that we have learned, so you can practice and remember.

**3.**