BUSINESS PRESENTATION

Basic English Presentation for IT Professionals

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Learning Objectives

Module: Business Presentation

Topics: Basic English Presentation for IT Professionals

Duration: 90 minutes*

Grammar Points:

> Signpost language

Learning Point:

- lPresentation preparation
- How to open, deliver main points/supporting data, close a presentation, and open a Q&A session.

Objectives:

- Students know how to conduct/deliver a business presentation in English;
- Students are able to deliver a strong business presentation in English, including presenting data or any supporting facts;
- Students are able to handle a Q&A session;
- Students can deliver an English business presentation confidently.

*) This is the general estimation.
The duration may differ based on the number of students.

Lesson **Plan**

Stage Aim	Time	Interaction	Activities and Detailed Procedure
Pre-activity	5'	Teacher - Student	Asking the students about their experience delivering a formal presentation.
Introduction to a Phone Conversation	15'	Teacher-Student	● Teacher will ask students to listen to a recording related to business presentations. ● Teacher will ask the students if they understand the conversation and discuss what they are talking about. ● Teacher will explain the general rules and process of delivering a business presentation in English.

Lesson **Plan**

Stage Aim	Time	Interaction	Activities and Detailed Procedure
Flow of the Presentation, including grammar points: Signposting Language	25'	Teacher Teacher-Student	- Teacher will explain the flow of the presentation from the Introduction to How to Handle Q&A sessions. - Teacher will introduce *Signposting Language* to the students, as a helpful phrase to guide the listener through the presentation. - During the explanation, teacher will occasionally ask the students to read out loud or to provide other examples of *signposting language.* - Teacher may also ask some students to volunteer to give an example of each flow of the presentation (e.g: introduce themselves/ answer a difficult question)

Lesson **Plan**

Stage Aim	Time	Interaction	Activities and Detailed Procedure
Role play: Group presentation	30'	Teacher-Student	Teacher will pair/group the students and ask each pair to choose a scenario (or play a lucky draw for fun). Then the students will be asked to enter a breakout room and prepare the group presentation for 10 minutes. After that, each pair will perform in front of the other students.
De-brief, Q&A session, and Quiz	10'	Teacher-Student	• Teacher (and students) will summarize the takeaways from today's class or evaluate today's presentation from the students. Teacher may repeat some important points that need to be highlighted. • Teacher will open Q&A before closing the sessions. • Teacher will give the last quiz before the post- assessments.

Business
Presentation

Giving a presentation is an activity that has become apart of our work activities. Whether you are the leader of a company, or an employee in a business unit, you may have to present your working plans and strategies, provide accountability reports on your performance, or make an offer in front of your business clients. You may also find an opportunity to speak in front of hundreds of people when launching a product or any kind of project.

Delivering a presentation in English can be challenging, but if you follow the general rules, you can start practicing, find your own presentation style, and get better over time!

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PRE-ACTIVITY

Have you experienced giving a presentation in English, either in- person or online?

What was the occasion?
Who were the audience members? How did you feel about it?

Tell us how it went!

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Listening **Practice**

Listen to a two-minute presentation* delivered by a retail consultant.

Audio link to be accessed **here**.

What is his presentation about?
How does he deliver the presentation?

*) this is the cut version, not the entire presentation.

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Listening To **A Presentation**

Tim:
"Good afternoon, ladies and gentlemen. Thank you for finding the time to come and join me for this presentation this afternoon. My name is Tim Mason, I'm a retail consultant, and many of you will have seen me shadowing you in your jobs and looking through the accounts and so on in the company over the last week. I've invited you here today to have a look at my findings. First, I'd like to have a look at the performance of the company, the sales of the company over the last three years; then I'd like to have a look at our market share in the womenswear market and look at our competitors; and thirdly, I'd like to suggest some improvements in our range of womenswear. At the end I'd be happy to answer any of your questions."

"If you have a look at this first graph, you can see that our sales topped 50 million the year before last. Then last year sales dropped to 40 million, with a slight recovery at the end of the financial year. However, this year sales have continued to drop to an all time low of 30 million. Now let's look at our market share. As you can see, we have 25% of the market share, 10% lower than last year."

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Listening To A Presentation

Tim:
Ladies and gentlemen, if you have any questions, I'd be happy to answer them now.

Carrie:
Yeah, can I just ask, graph number 3, that last one you showed us, can you explain to me where you're intending to find the extra income to increase the designer range in the maternity wear?

Tim:
Yes, a very good question. I've looked at the office wear range and it's quite heavy on material, holiday wear tends to be much lighter, much smaller amounts of material involved and I ...

Can you identify the basic structure of Tim's presentation?
What process was not heard from the audio presentation?

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Basic Prepation When Delivering
A Business Presentation

RESEARCH YOUR AUDIENCE!

- Who are they?

- What do they want?

- What do you have in common?

- What do they know?

- What is their mood?

- What are their doubts or fears?

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BASIC STRUCTURE OF
A BUSINESS PRESENTATION

1

INTRODUCTION

- Who are you?
- Why are you here?
- What do you want to talk about?
- How are you going to deliver it?

2

MAIN POINTS

- What are the essential points to deliver?
- How do we know that your points are valid?

3

CONCLUSION

- What is the essence of your core message?
- What should we do after this presentation?

EXPECT Q&A AT THESE POINTS

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GRAMMAR POINTS

SIGNPOSTING LANGUAGE

'Signpost language' are the words and phrases that are used to tell the listener what has just happened, and what is going to happen next.

In other words, ***signpost language guides the listener through the presentation.*** A good presenter will usually use a lot of signpost language, so it is a good idea to learn a few of the common phrases.

Let's go through the flow while learning the signposting language used in each section.

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Part I:
Introduction

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Business Presentation
Introduction

Generally, here are some of the things you should cover within _the_ _first three_ _minutes_ of your presentation:

- Greetings, address the audience.
- Introduce yourself properly to build rapport.
- State the purpose of the presentation and why it is relevant to the audience.
- State your presentation outline.

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Part I:
Introduction

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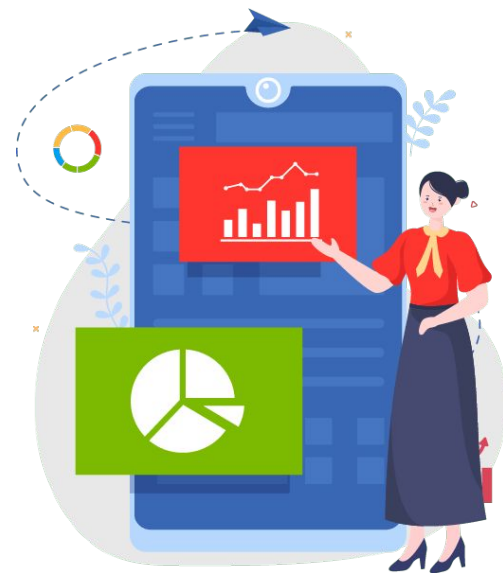# Business Presentation:
Introduction Example

Good morning, ladies and gentlemen.
Thank you for finding the time to come and join me for this presentation this morning.

My name is Reza, I'm a UI/UX Researcher, and I will be leading the presentation today. I've invited you here today to show you the prototype of our new apps, which will be launched in two months.

Over the next 30 minutes, I will deliver three main points in my presentation. Firstly, I'd like to show our evaluation of the previous interface. Secondly, I will show you our findings, based on the research we conducted with our users. Finally, I'd like to reveal the changes that we have made.

At the end, I'd be happy to answer any of your questions.

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Business Presentation:
Introduction

If you take turns presenting as a group, _the rules are the same._ Some other things you need to pay attention to are:

- Introduce your team members along with their roles in the presentation.

- Do not forget to use **"us"** instead of "I" when speaking.

- Make sure that your team members already know their part and order of speaking.

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Business Presentation:
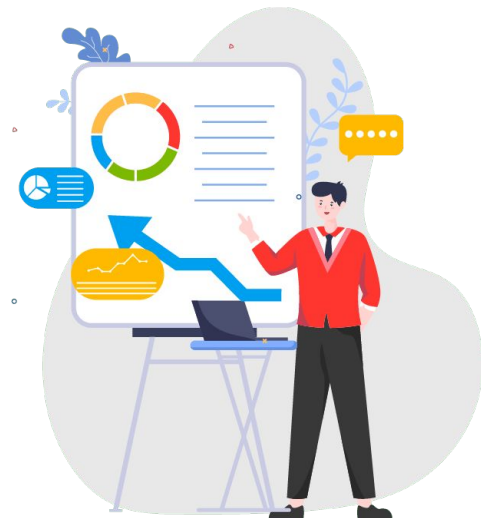## Introduction Exampe

> Good morning, ladies and gentlemen.
>
> Thank you for finding the time to come and join **us** for this presentation this morning.
>
> My name is Reza, I'm a UI/UX Researcher, and I have been working at XYZ Company for more than two years now. **I am here with my team, Gesa, Idris, and Fatima who will help me explain a few points during this presentation.** I've invited you here today to show you the prototype of our new apps, which will be launched in two months.
>
> Over the next 30 minutes, we will deliver three main points in our presentation. Firstly, I'd like to show our evaluation of the previous interface. Secondly, we will show you our findings based on the research we conducted with our users. This will be delivered by Gesa and Fatima. Finally, I'd like to reveal the changes that we have made. Idris will help me to perform the demo.
>
> At the end, I'd be happy to answer any of your questions.

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Business Presentation:
Introduction Key Phrases

(1) Welcoming/Greeting the Audience:

Good morning everyone and welcome to my presentation. First of all, let me thank you all for coming here today (formal/informal)
Good morning, ladies and gentlemen. It's an honour to have the opportunity to address such a distinguished audience (formal)

(2) Introducing yourself (name, position, responsibilities):

- *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]***

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Business Presentation:
Introduction Key Phrases

(3) Saying your topic/title/subject and why the audience need to listen to you:

*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...*

(4) Presenting the outline of your presentation (SEQUENCING):

- *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 ...*

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Business Presentation:
Introduction Key Phrases

(5) Let your audience know how you will deliver your presentation, make sure they anticipate your presentation content (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 ...*

(6) Tell the audience how is the best way to ask you a question during your presentation:

- *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.*

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Part II:
Main Topics

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Business Presentation:
Main Topics

In the middle of the presentation, your main activities are basically:

- Moving from one point to another.
- Explaining the supporting data or facts (most of the time with visuals).

Business Presentation:
Main Points Example

> *So, let me first give you a brief overview of* our evaluations from the previous interface.
>
> *As you can see in this graph,* 67% of our users are Gen Z, from 18-24 years old. From our survey conducted two months ago, we received much feedback regarding their experience using our apps.
>
> *If we sum it up, there are three major issues. First* is the buffering time, which needs to be fixed. *Second* is the pop-up messages, which seem to be bothersome, at the beginning of the interface. *Third* is the lack of a color palette on our homepage. It looks like an app designed for the previous generation.

Business Presentation:
Explaining Visual Information

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 is a number of points I'd like to make...*

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

Going back to a previous point:
- *As I said/mentioned earlier, ...*
- *As I've already explained, ...*
- *As I pointed out in the first section, ...*

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.*

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...*

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

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Business Presentation:
Explaining Visual Information

Some key points when explaining a visualization (chart/graphic):

- Introduce the visual and its significance to your main point.

- Highlight specific information.

- Describe the trends.

- Use comparison to get the *sense of feeling* from the visualization.

Business Presentation:
Explaining Visual Information

> *Based on the survey,* we comes up with a solution to re-design the homepage of our app. To validate our solution, we created an experiment where we invited some of our loyal users from the community to experience our new interface.
>
> *Now, let's take a look at this chart, where* you can see the result coming from just changing the interface. If you look at the chart closely, you'll notice there are several surprising developments.
>
> The average visit duration on our app *has increased gradually*. The number of people who see our recommended articles *has risen rapidly,* due to the simplification of the menu and layout that we have created. This average number of viewers is 10x *higher than* our average viewers for this year.

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Business Presentation:
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...*

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.*

Explaining a visual:

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

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...*

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Business Presentation:
Explaining Visual Information

Phrases to explain where a piece of information is located in a chart or graph:
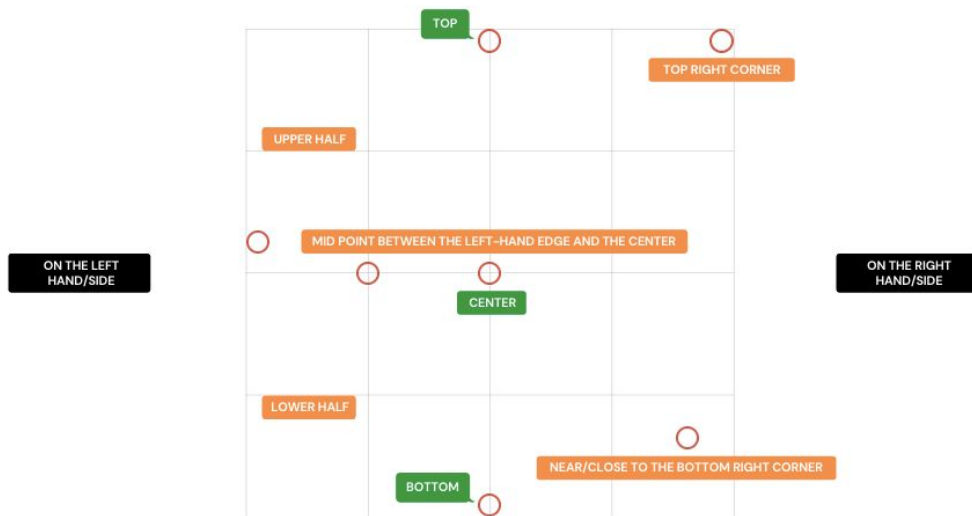
Business Presentation:
Explaining Visual Information

The choice of your word reflects the degree or level of information:

- Rocket
- Shoot up
- Rise
- Increase
- Go up

- Go down
- Decrease
- Fall
- Drop
- Plummet

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Business Presentation:
Explaining Visual Information

The choice of your word reflects the degree or level of information:

Rocket
(a massive/huge increase)

Rise rapidly

Rise gradually

Rise slowly
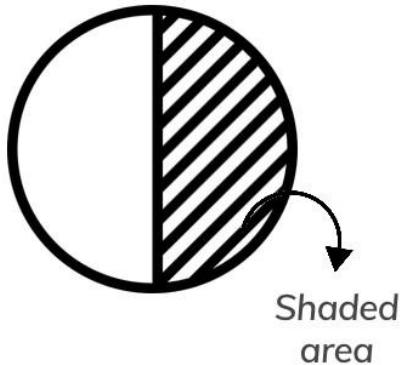(a slight/marginal increase)

Plateau

Peak

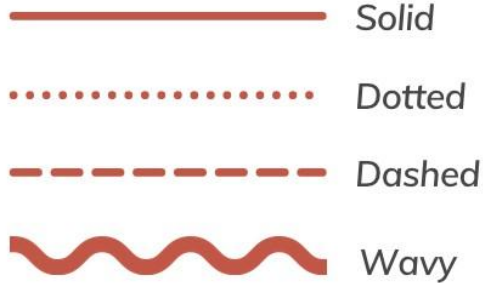bangk!t

Business Presentation:
Explaining Visual Information

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

LINE

Shaded area

Solid

Dotted

Dashed

Wavy

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Part III:
Conclusion

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Business Presentation:
Conclusion

When wrapping-up a presentation, make sure you do the following:

- Summarize your key points.
- Present a call to action.

or, you may also _open a Q&A session_, if you decided to include it at the end of your presentation.

Are there any questions?

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Business Presentation:
Stating A Conclusion

We are now approaching the end of my presentation. As a final point, I would like to point out the changes that were made were a result of dedicated effort, especially from our researcher, who patiently contacted our users and conducted a thorough interview, to seek the honest feedback that we wanted to get. Our users' feedback is very valuable input to help us create a better design and experience, which later brings significant results to the user traffic and activity.

Therefore, we strongly recommend that we conduct this survey regularly, in order to maintain relevancy to our user's needs. The more feedback we get, the easier it will be for our team to develop a better solution.

If you have any questions, I'd be pleased to answer them.

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Business Presentation:
Conclusion Phrases

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.*

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

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

Summarizing points:
- *I'd like now to recap…*
- *To summarize, …*
- *In conclusion, I'd like to …*

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.*

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

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Business Presentation:
Dealing With Difficult Question

What helps separate good presenters from "ordinary" presenters is the ***ability* to handle *difficult questions*** professionally and effectively if you encounter unexpected questions.

First things first, don't panic!

Questions are not things to be feared.

It's a way to prove your points and credibility.

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Business Presentation:
Dealing With Difficult Question

First things first, don't panic!

The basic attitude, when given a question during a presentation, is:

- Acknowledge the question.
- Make sure you understand the question before you respond.
- It is okay to clarify or ask the person if you don't catch the question.
- Do not make up something that you do not know.
- It's all right to take a short pause to think.

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Business Presentation:
Dealing With Difficult Question

Here are some strategies to mitigate difficult questions during your presentation:

Condition	Possible Solution
Question is unfamiliar to you or you don't understand it	Clarify the question
Question is difficult to answer at the moment, or you don't have the information with you right now	• Take a short pause to think • Asking back what drives him/her to ask • Be honest about your current capacity without lowering down your capacity • Give a solution to follow up later on
Question is irrelevant to your presentation/expertise	• Be honest about that also • Be assertive, but still kind

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Business Presentation:
Dealing With Difficult Question

Nancy

Hi Reza,
Thank you for a very detailed and inspiring presentation. I appreciate the determination of your team to bring a fantastic result in a short period of time. I am wondering if you can share with us about our users' behavior, compared to our competitors' users' behavior. As you know, we share the same market with brands A and B. Their clients' apps usage rises and falls, periodically. What other factors, apart from the UI/UX perspective, do you feel can triggers our users to spend more time on the apps?

I mean, we can use this insight to design a better strategy to attract more users. What do you think about this?

Hi Nancy, thank you for the question. It's a very interesting question by the way. Currently, our research is based only on the UI/UX factors...so we are unsure about other driving factors, quite honestly. We have yet to look into our competitors' perspective, as we were focused on getting feedback related to our apps.

However, I see you have a good point and we will put that on the bucket list for further research in the future.

Reza

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Additional Tips For The Audience
Asking the Right Questions

When we are not presenting, asking a question is a great way to be engaged with the presenter and increase the comprehension of the content that they deliver. **<u>The way you ask a question can determine your quality of thoughts...and your attitude too</u>**; hence, make sure:

- You do not interrupt the speaker when possible. Research the topic and speaker before the presentation.
- Ask an open-ended question (what, why, when, how).
- Be considerate about the context of the presentation, don't go off on a tangent!
- Be specific, but clear.

Additional Tips For The Audience
Asking the Right Questions

Hi Reza,
Thank you for a very detailed and inspiring presentation. I appreciate the determination of your team to bring a fantastic result in a short period of time. I am wondering if you can share with us about our users behaviour compared to our competitors. As you know, we shared the same market with brand A and B and their users apps are also rising from time to time. What other factors apart from the UI/UX perspective which can triggers our users to spend more time on the apps?

I mean, we can use this insight to design a better strategy to attract more users. What do you think about this?

GENERAL STRUCTURE:

Appreciate the speaker/presenter

Start your question, then elaborate the context in a simple way

End your question, preferably in an open-ended style

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ADDITIONAL TIPS FOR THE AUDIENCE:
ASKING THE RIGHT QUESTIONS:

Basically, there are *4 (four) types of questions* you can ask during a presentation

-

Type	Explanation	Examples
Clarification	Politely request to explain, in a bit more detail, about any point that the presenter has made.	*When you mentioned the UX factor, could you please clarify specifically in which area our users find it irritating?*
Analytical	Ask the presenter to explain the situation or context and give his/her perspectives.	*Why do you think our users prefer a more vibrant color palette instead of a simple and clear type of interface?*
Comparison	Ask the presenter to compare two different propositions in order to get a better view.	*Let's say we share precise market characteristics with our competitor. How would you compare our apps with theirs, in terms of the ease of use?*
Relationship	Ask the presenter to explain the cause and effect related to his/her points.	*You were saying that there is a correlation between the user experience with the average visit duration. What specifically triggers the users to spend more time on the apps?*

ADDITIONAL TIPS FOR THE AUDIENCE:
ASKING THE RIGHT QUESTIONS:

Basically, there are *4 (four) types of questions* you can ask during a presentation

-

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Clarification	Politely request to explain, in a bit more detail, about any point that the presenter has made.	*When you mentioned the UX factor, could you please clarify specifically in which area our users find it irritating?*
Analytical	Ask the presenter to explain the situation or context and give his/her perspectives.	*Why do you think our users prefer a more vibrant color palette instead of a simple and clear type of interface?*
Comparison	Ask the presenter to compare two different propositions in order to get a better view.	*Let's say we share precise market characteristics with our competitor. How would you compare our apps with theirs, in terms of the ease of use?*
Relationship	Ask the presenter to explain the cause and effect related to his/her points.	*You were saying that there is a correlation between the user experience with the average visit duration. What specifically triggers the users to spend more time on the apps?*

Let's Practice!

To be able to present effectively, you need to get used to the common key phrases and apply what we have learned today. Let's put it into practice.

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Speaking **Practice**

Role-Play: Group Presentation

GUIDELINES:

You will be grouped with your friends 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 the scenario that will be given by your teacher.
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, you will pay attention to your friend's presentation and ask a question for them to answer.

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Speaking **Practice**

Role-Play: Group Presentation

GUIDELINES:

Due to time constraints, the use of a presentation deck is **not** mandatory.
You may use any free template you can find in Canva, if you want, 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).

Here are some scenarios you can choose:

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Speaking **Practice**

Group Presentation Role-Play

SCENARIO 1:

INTERNAL PRESENTATION

You are a Digital Marketing team from ABC start-up/company/agency.* This is one month before the end of the year, and ***you were asked to deliver a presentation about the growth of the users/clients/customers of your product/services up until now.***

You will be presenting in front of the BOD of your company and other team members from various departments, as well (Product Research & Development, Sales, Data and Engineers, etc). They want to know the progress of the users and what strategy we can implement to attract more users and get more clients next year.

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

Speaking **Practice**

Group Presentation Role-Play

SCENARIO 2:

INTERNAL PRESENTATION

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

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.

Speaking **Practice**

Group Presentation Role-Play

SCENARIO 3:

INTERNAL PRESENTATION

*You are a team from NOP start-up/company/agency/e-commerce.**

*Your department have been dealing with technical difficulties (bugs, program errors, complaints from the users/clients, miscommunication, low productivity rate, etc)***

This has been going on for quite some time and your manager wants to know how you and your team are going to solve the problems.

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

**) please choose and elaborate your problem-solving context on your own.

Speaking **Practice**

Group Presentation Role-Play

SCENARIO 4:

EXTERNAL PRESENTATION

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.

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

Speaking **Practice**

Group Presentation Role-Play

SCENARIO 5:

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.

WHAT HAVE YOU
LEARNED TODAY?

- *What is the basic structure when doing a business presentation?*
- *What are the important rules when presenting supporting data/facts?*
- *How would you handle some difficult questions during a presentation?*
- *Which do you find to be the most challenging part of delivering a business presentation?*
- *Are there any questions?*

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Thank You

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