

# **BUSINESS PRESENTATION**

**Basic English Presentation**

# Ground Rules

Observe the following rules to ensure a supportive, inclusive, and engaging classes



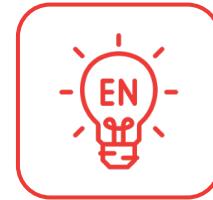
Give full attention  
in class



Mute your microphone  
when you're not talking



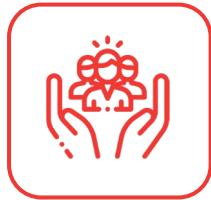
Keep your  
camera on



English, please!



Use raise hand or chat  
to ask questions



Make this room a safe place  
to learn and share

# Learning Objectives

- 01.** Able to deliver a smooth business presentation
- 02.** Able to present data or any supporting facts
- 03.** Handle Q&A sessions confidently

## Pre-Activity

- Have you experienced giving a presentation in English, either in-person or online?
- What was the occasion?
- Who were the audience members?

*Share with us your experience!*





## 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?**



# 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."



# 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?**



# Basic Structure of a Business Presentation

## KNOW YOUR AUDIENCE

- Who are they?
- What do they need?
- What do you have in common?
- What do they know?

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



## GRAMMAR POINTS



## SIGNPOSTING LANGUAGE

.....

A good presenter will use many signposting phrases to guide the listener through the presentation.

# **Part I:**

# **Introduction**



# Part 1: Introduction



Greetings and addressing  
the audience

Introduction

Stating  
presentation  
purpose

Stating the  
presentation  
outline

Setting Q&A  
timing

“

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.

”



# Introduction Example



## Introduction to team members

## Order of speaking

“

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.

”



# Introduction Tips

**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 ...

**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.

# **Part II:**

# **Main Topics**



# 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 Topics Phrases

### Stating the point

- 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...

### Expanding the point

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

### Giving examples

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



# Business Presentation

## Main Topics Phrases

### 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...

### Referring to previous point

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

### Indicating the end of a section

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



# Main Topics 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.

”



# Key Phrases: 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....



# Key Phrases:

## Explaining Visual Information

### Describing trends

- Our users increased/shot up/grew/rose by...
- The increase reached a peak/leveled at..
- Sales increased/decreased...

Slightly / slowly / gradually / steadily /  
markedly / dramatically /  
sharply / rapidly / suddenly

### 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 Visual Information Example



“

**Based on the survey,** we come 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.

”

# **Part III:**

# **Conclusion**



# Business Presentation:

## Conclusion Phrases

### 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?

### Acknowledging the question:

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



# Business Presentation:

## Conclusion Phrases

### Indicating the end:

- 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  
...

### Closing 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.



# 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 relevance 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.

”



# Business Presentation: Dealing With Difficult Question

First things first, don't panic!

- 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.





# Business Presentation: Dealing With Difficult Question

## Condition

Question is unfamiliar to you  
or you don't understand it



## Possible Solution

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 competency
- 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





# 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?



Reza

**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.**



## Additional Tips For The Audience

### Asking the Right Questions

The way you ask a question can determine your quality of thoughts and your attitude too.

- 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



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 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

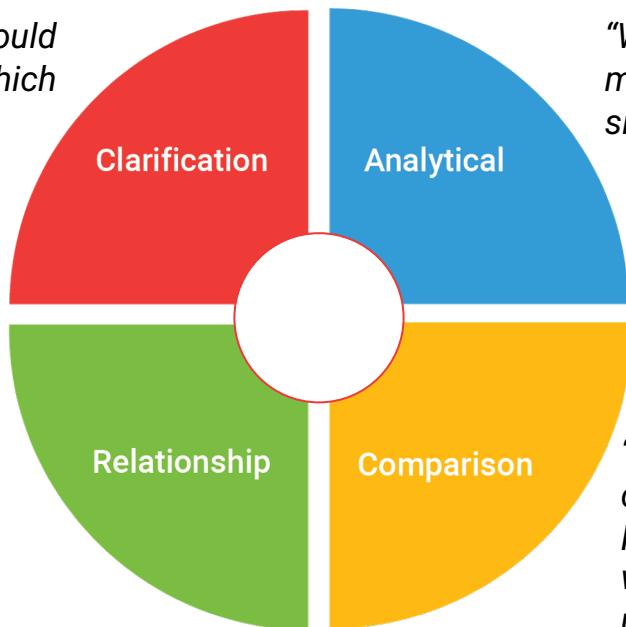


# Additional Tips For The Audience

## Asking the Right Questions

### The 4 Types of Questions

*"When you mentioned the UX factor, could you please clarify specifically in which area our users find it irritating?"*



*"You were saying that there is a correlation between the UX with the average visit duration."*

*"What specifically triggers the users to spend more time on the app?"*

*"Why do you think our users prefer a more vibrant color palette instead of a simple and clear type of interface?"*

*"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?"*



## **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 do a group practice! Choose 1 of the 3 scenarios in the next slides.**



# 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 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.



# Speaking Practice

## Role-Play: Group Presentation

### **GUIDELINES:**

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 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).



# Speaking Practice

## Group Presentation Role-Play

### SCENARIO 1:

#### 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 2:

#### 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

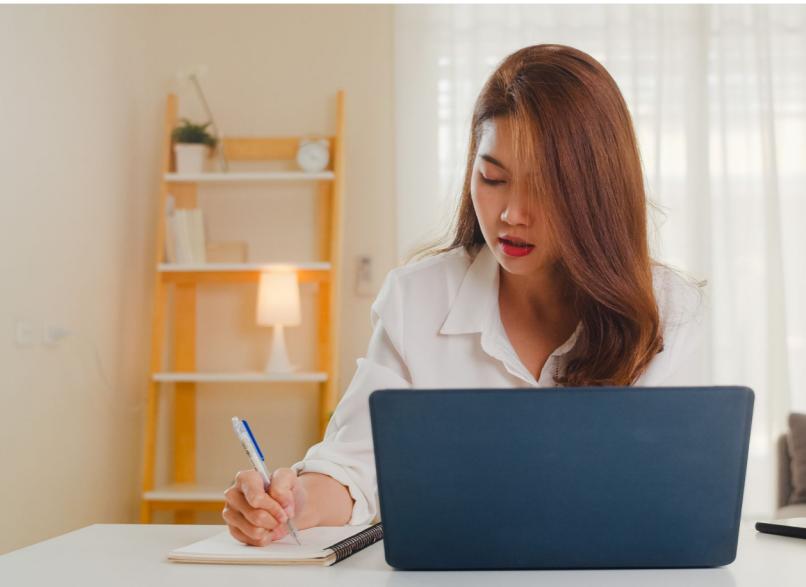
### SCENARIO 3:

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?

# Quiz

# **Pop-Up Quiz!**

**Duration: 10 minutes**

---

**Let's check your understanding of this module!**

Please go to the provided quiz link to answer 5 questions related to the material you've just listened to.

The link will be shared in the Chat Box.

# Thank You