



English for Business Presentation

***How to Deliver a Memorable,
Captivating Presentation***

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HOOK

Hook is the opening statement of your presentation that you as presenters can use to catch your audience's attention. There are several ways to hook your audience: ask rhetorical questions to your audience, use an interesting fact to attract your audience's curiosity, use a narrative style about your experience, or start with a famous quote. You can choose one, but combine some of them in your opening will be better.

SIGNPOSTING

Signposting are words or phrases used to indicate that the presenter will move on to the other topic / subtopic in presenting to the audience.

EXPRESSION AND EXAMPLES

A. EXPLAINING STRUCTURE

I've divided my presentation into 2 / 3 / 4 parts

First, I'll explain ..., then I'll move onto ..., then I'll talk ...

B. SHOWING RESPECT FOR THE LISTENER'S KNOWLEDGE

As you may know, ...

As you can see, ...

As you may be aware, ...

C. MOVING FROM SECTION TO SECTION

So, let me start by explaining the background

So, I'll start with... or Right, so first...

Well, moving onto... or Next, I'll talk about ...

Right, was that clear? So, I'll move onto...

TALKING ABOUT THE DIFFICULT ISSUE

I think we first need to identify the problem

If we don't solve this problem now, we'll get into serious problem soon

We will have to take care of this problem now



AUDIENCE FOCUSED PRESENTATION



PROFILE THE AUDIENCE

- *Get information about your audience as much as you can before the presentation (e.g. their gender, age, job, interest, and so forth).*
- *You need to know who your targeted audience is since the audience will only listen for their benefit or fear.*



STRUCTURE YOUR PRESENTATION

Structure your presentation by greeting your audience, hooking them in, shaping your content using 3 x 3 format, concluding and using persuasive techniques.



VISUAL AIDS

- *Use eye catching and unique photographs, drawings, animations, charts, and graphs to grab your audience's attention.*
- *Use animation and transition between slides.*
- *Limit your text in 5 words across and down.*



- *Keep a good, firm posture by standing straight, don't slouching or leaning sideways, lean forward to emphasize, face your audience (not on your slide), and don't lean on the lectern or hiding behind it.*
- *Hand movement & gesture emphasizes sincerity / reflection. Open arms to include / welcome ideas, don't point at your audience.*

ENERGY

You need to boost your energy in presentation to raise your audience's enthusiasm and connect with them and their feelings.

TIPS TO BUILD CONFIDENCE

A. Prepare well. Don't start with the presentation topic, but your audience's profile and needs, so that you're able to craft a message that speaks directly to their needs.

B. Don't overthink about your presentation, just relax. Don't forget to take several deep breaths and go to the restroom before you present.

C. Focus on your audience and message you want to convey.

BODY LANGUAGE

It's essential to pay attention to your body language as it will help your audience to focus more intently on you and your sayings. Also, it reflects your personality. Therefore, body movement needs to be controlled.

THINGS TO CONSIDER WHEN USING BODY LANGUAGE

- *Body movement & gesture indicates a change of focus and keep your audience's attention. Move forward to emphasize, move to side to indicate a transition gesture.*

TIPS TO BOOST ENERGY

- *Be passionate. Engage your audience with stories or experience to keep boredom away in your presentation.*
- *Keep a firm posture. Good posture will affect your energy and confidence in the presentation. Make sure that your physical and mental is in a positive and relaxed condition.*
- *Balance your volume as well.*
- *Devote to your presentation and focus on the present moment.*

CONFIDENCE

You need confidence in your presentation, so that you'll be able to focus on your audience, not yourself and your nervousness. Hence, you will be able to convey a message that speaks to your audience's needs instead of trying to make you sound or seem good.



DELIVER THE CLOSING

To deliver a closing that leaves a lasting impression in the minds of your audience, you can apply these strategies:

- First, signal the end to reset your focus to convey a powerful presentation conclusion, warn the audience that your presentation will end soon, and therefore encourages them to repay their attention.

EXPRESSION EXAMPLES

- *"Well, this brings me to the end of my presentation"*
- *"As a final point, I'd like to ..."*
- *"I'm now nearing the end of my talk ..."*

Second, summarize the end in order to emphasize the main points of your talk.

EXPRESSION EXAMPLES

- *"... Before I stop, let me go through my main points again."*
- *"To sum all up, we ..."*
- *"Just to summarize the main point of my talk ..."*
- *Third, recommend or suggest something as this will add to your audience's knowledge and engage them more, such as saying "We'd suggest ...", "We'd therefore recommend that we ...", "In my opinion, we really should ...", or "What I'd like to suggest is ...".*
- *Fourth, make your final statement by referring back to the beginning and encourage your audience to take action from your talk. You can say "Remember what I said at the beginning of my talk today?", "Let me just go back to the story I told you earlier. Remember?", "So, that's the plan. Now let's go and put it into action", or "So now it's your turn."*
- *Lastly, gather feedbacks to make you improve your mistakes, so that you'll become a better presenter in the future. You can do this by priming someone to listen out for certain things before you give your presentation and ask them for their detailed feedback afterwards.*