

## 2A Smooth structure



A presentation is very much like a journey. We need to explain: 'Where are we going?' And then along that journey as we move through it, we need to explain how we're moving on. Are we making progress? And, finally, when we get to the end, we've got to close our presentation in a way that's more engaging than 'Any questions?' So finding something that reiterates those key points at the end is absolutely essential.

*Rob Geraghty, The Wow Factor*

- 1 Rob Geraghty mentions some of the ways in which a presentation is like a journey. Can you think of any others?

- 2 If a presentation is a kind of journey, then the ability to signpost that journey is clearly critical. Complete the 'signpost language' below.

ask digress expand leave move return start summarise  
asking closing coming giving going outlining turning

..... our main goals today.  
..... you a brief overview.  
..... you all a question.

I'm going to ..... start ..... off by ...

Let's ..... on  
to the subject of ...

I'll be .....  
on to this later.

To ..... to  
my main point here.

Let's .....  
on that a little.

..... back to  
what I was saying earlier.

In ..... , I'll just ...  
for a moment.

- 3 Referring to points you made earlier in your presentation is a good way to show the coherence of your talk and strengthen your arguments. Mentioning what you'll be talking about next can build anticipation, as long as you don't get too much ahead of yourself! Decide whether the phrases below refer back or point forward and circle the appropriate arrow.

- a Earlier we saw ...
- b This leads us on to ...
- c As you'll recall ...
- d Later we'll see ...
- e You'll remember ...
- f So, the next question is ...
- g As we discussed ...
- h This brings us on to ...
- i This goes back to ...
- j By the end of this talk ...

- 4 3eing able to show a logical link between your main points is very important in a presentation. Link the presentation extracts below and label the 'link phrases' with the appropriate function. Then listen and check your answers. The first one has been done for you.

cause → effect      effect → cause  
point → contrast      point → addition  
                            purpose  
                            specification

- a Turnover for Q3 is well up.
- b Avoiding risk is a mistake.
- c We need to constantly reassess
- d A rise in the price of oil
- e Demand is down 3% in Japan.
- f There's no market for low quality,
- g The recent flood of cheap imports
- h We need to move fast
- i Our share price has soared
- j Now is the time to focus -
- k Our website's receiving more hits;
- l It's an enormous market;
- m and what's more, there never will be.
- n has resulted in reduced profitability.
- o whereas in the rest of Asia it's tripled
- p thanks mostly to increased sales in Russia.
- q especially in the long term. point → specification
- r so that we don't lose our competitive lead.
- s as a result of the merger announcement.
- t and yet these have not converted into sales.
- u in particular on what it is we do best.
- v in order to take advantage of this opportunity.
- w plus, it's a growing one.
- x may lead to a price war.

- 5 Turn to page 79 to practise using some of the key signpost language you've studied.

If you don't know where you're going, you'll probably end up somewhere else.

*Yogi Berra, baseball legend*

If you don't know where you're going, you'll probably end up somewhere else.

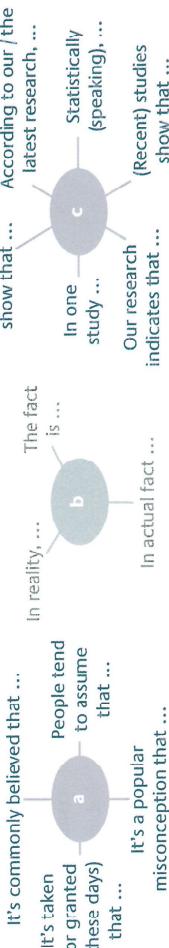
*Yogi Berra, baseball legend*



## 2B Smooth structure



In making a speech, one must study the proper arrangement of the various parts.



- 1 How do you plan your own presentations? Do you have a system for 'arranging the various parts'? Compare techniques with a partner.

- 2 Look at the different types of presentation below and choose the one you'd be most likely to give yourself. Modify it if you need to.

- a Putting forward a proposal
- b Describing a new product or service
- c Reporting a set of financial results
- d Giving a motivational speech
- e Announcing a series of changes
- f Troubleshooting a problem
- g Announcing a breakthrough
- h Outlining a business plan
- i Pitching for (increased) resources
- j Giving a project update
- k Announcing a decision
- l Describing a new process

- 3 Decide which three or four of the following parts you'd want to include in the presentation you chose in 2. Then put those parts into the most effective order and explain your structure to a partner.

action	aims	causes	competition	costs	customer need	data
decision	future	idea	implications	investment	issue	key benefits
main features	market potential	need	opportunity	options	past	
plan	potential objections	present	problem	procedure	threat	us
recommendations	research	results	targets			

- 4 1.07 Listen to extracts from three different presentations and connect up the parts as they are delivered. Each presentation begins with an attention-getter and then progresses through three stages.

### Extract

#### Attention-getter

- 1 audience task
- 2 proverb
- 3 surprising statistic

#### Stage 2

- popularity myth
- threat
- product features

#### Stage 3

- opportunity
- customer benefits
- data

- actual fact  
action  
comparison

#### Stage 3

#### Recommendations

Problems	Options
All m..... problems are p..... problems.	<ul style="list-style-type: none"> <li>• make use m.....</li> <li>• set up a f..... for discussion</li> <li>• lack of c.....</li> </ul>

- 5 How did the language the presenters used in 4 help you to decide what stage of their presentation they were at?

- 6 Certain expressions are commonly used to talk about different parts of a presentation.

benefits .....	comparison .....	data .....	features .....
implications .....	issues .....	options .....	popular myth .....
potential objections .....	projections .....	pros and cons .....	truth .....

- 7 1.08 Listen to a manager for a financial services company giving a presentation about inter-departmental communications and complete her visual aids.
- 8 Turn to page 80 to practise delivering a short, structured presentation of your own, which you will present to your group. You can evaluate your performance using the feedback form on the website.

## 4B Visual aids

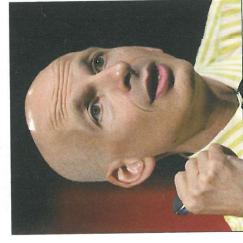
- 6 1.1.6 Listen to part of a presentation about marketing to women and note the context in which the following key figures are mentioned.

- a 85% ..... d 10% .....  
 b 8/10 ..... e \$70m .....  
 c 75% ..... f  $\frac{3}{4}$  .....



Avoid excessive use of bullet pointing. Only bullet key points. Too many bullet points and your key messages will not stand out. In fact, the term bullet point comes from people firing guns at annoying presenters.

*Don McMillan, corporate comedian*



No more than six words  
on a slide – ever!  
*Seth Godin, marketing guru*

- 1 Presenter Seth Godin's advice seems extreme. Or does it? Think of the key message of one of your own presentations – can you write it out in six words?
- 2 How far do the words of comedian Don McMillian remind you of any presentations you've attended?
- 3 The 666 Rule and 10–20–30 Rule refer to the bullet points, font sizes and number of slides you should use in your presentation. What do you think these rules might be?
- 4 Now look at page 65 for explanations of the 666 and 10–20–30 rules. How far do you follow these rules?
- 5 The slide below is ineffective. In pairs, simplify it by radically reducing the number of words and rewriting the bullet points to make them grammatically consistent. Compare your ideas with those in the Key.



A designer knows he has achieved perfection not when there's nothing left to add, but when there's nothing left to take away.  
*Antoine de Saint-Exupéry, aviator, author, engineer*

- i To give you the ..... to that, ....  
 j As you ..... ....  
 k Now, let's ..... that into perspective.
- l These ..... show ....  
 m The figures ..... for themselves.  
 n These results ....  
 o We ..... expect ...  
 p The real ..... is ...  
 q So, what does this ..... in terms of ...?  
 r Now, what are the ..... of this?

- e You'll .....  
 f I should ..... out ...  
 g I'd like to draw your ..... to ...  
 h Let me ..... you through ...

- 8 Where could you use the following adverbs in the expressions above: *clearly, immediately, presumably, obviously, particularly, briefly, frankly, just?*
- 9 In groups, choose a few of the statistics in 6 and brainstorm ideas for simple visuals.
- 10 Turn to page 84 to practise presenting information to your group using simple but effective visuals as support. You can evaluate your performance using the feedback form on the website.

