

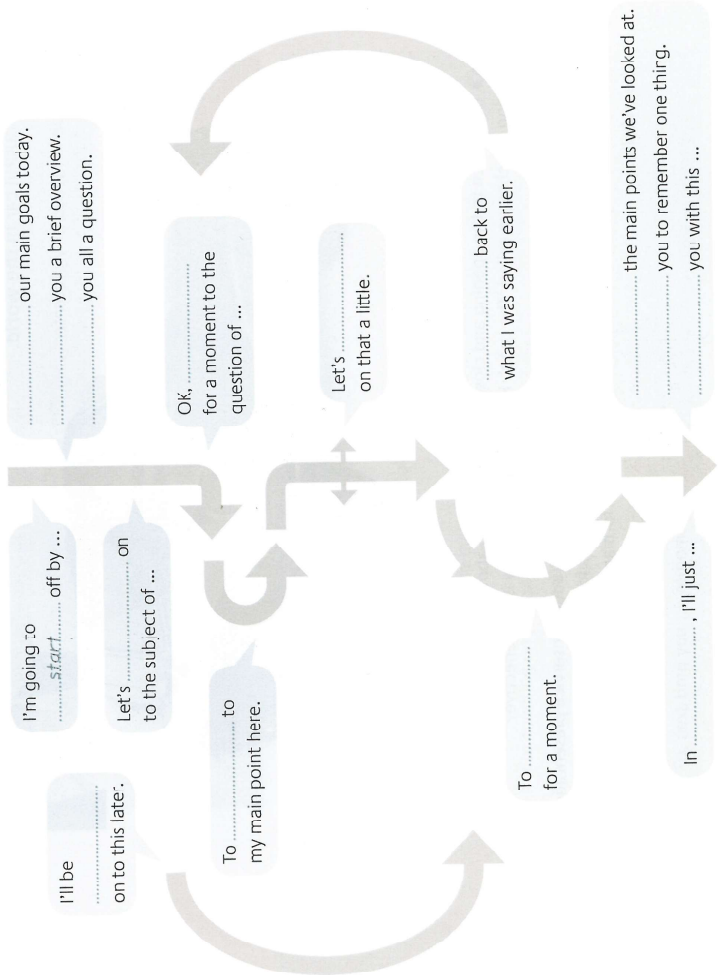


A presentation is very much like a journey. We need to explain: 'Where are we going?' And then along that journey as we move through it, we need to explain how we're moving on. Are we making progress? And, finally, when we get to the end, we've got to close our presentation in a way that's more engaging 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



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

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

Yogi Berra, *baseball legend*

- 4 1.06 Being 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 \rightarrow effect \rightarrow effect \rightarrow cause \rightarrow action \rightarrow purpose
 point \rightarrow contrast \rightarrow point \rightarrow addition \rightarrow point \rightarrow specification

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

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





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

Aristotle, Greek philosopher

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

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

- 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		
recommendations	research	results	targets	threat	us	

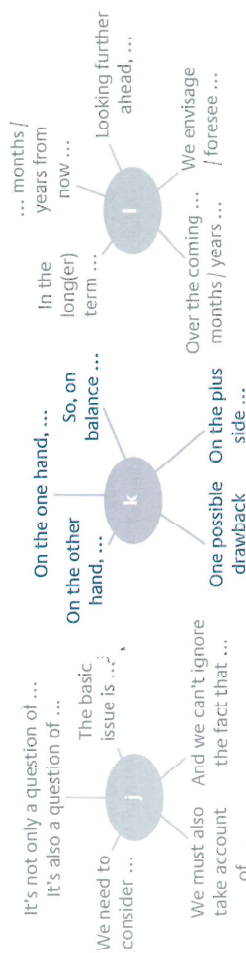
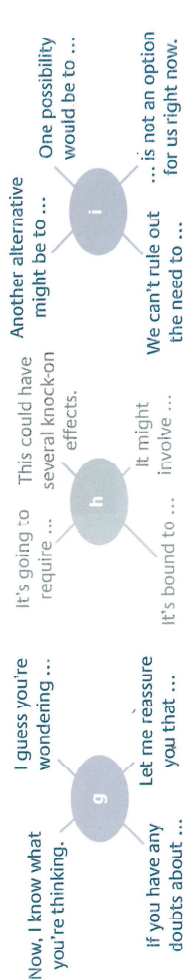
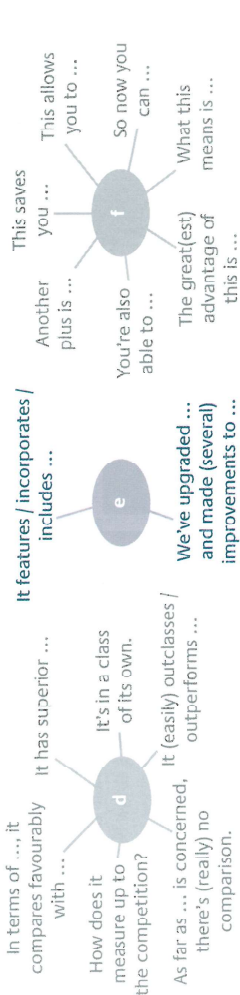
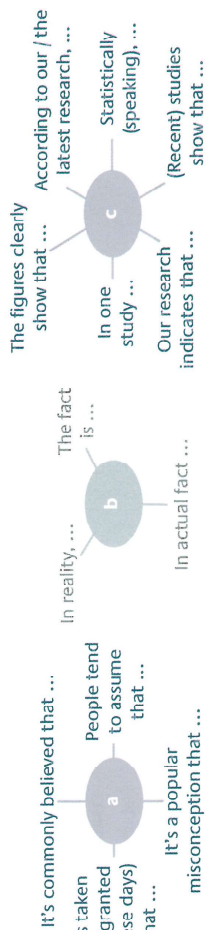
- Listen to extracts from three different presentations and connect up the parts as they are delivered. Each presentation begins with an attention-getter and then progresses through three stages.

Extract	Attention-getter	Stage 1	Stage 2	Stage 3
1	audience task	popular myth	opportunity	actual fact
2	proverb	threat	customer benefits	action
3	surprising statistic	product features	data	comparison

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

- Certain expressions are commonly used to talk about different parts of a presentation. Look at the sets of expressions opposite and label the part they refer to below.

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



- 1.08 Listen to a manager for a financial services company giving a presentation about interdepartmental communications and complete her visual aids.

All m... problems are p... problems.

Problems

- resistance to new t...
- respect between d...
- lack of c...

Options

- make use m...
- set up a f... for discussion
- r... the company

Recommendations

- K... M... forum
- F2F, o... or both?
- dedicated ... KM w...

- 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.