

Week 5 – presentations

This is the presentation devoted to **Company and Job Profile Presentations**.

Business skills

PRESENTATIONS – Prepare and Perform

In communication, words account for 7%, tone of voice accounts for 38%, and body language accounts for 55%. They are abbreviated as the "3 Vs" for *Verbal, Vocal and Visual*.

For effective communication, these three parts of the message need to be harmony with each other.

The following example illustrates disharmony verbal and non-verbal communication:

- Verbal: "I do not have a problem."
- Non-verbal: person avoids eye-contact, looks anxious, has a closed body language, etc.

Here, the listener will trust the non-verbal form communication rather than the actual words.

When you give a presentation your audience will be asking themselves the first seven seconds: *What am I doing here? What's it for me?*

So, this period is critical.

- **Start and Finish with a Hook:** What you say at the beginning and the end of your speech will make an impression. Use a famous quote or ask a question e.g.

"Every day, is the first day," Jeff Bezos.

"Let me leave you a question, is it better to act or react?"

- **Know the Audience** - Who are you presenting to? What do they know? What do they expect of you? Is English their second language?
- **Know Your Material** - Make sure you know the subject well.
- **Concentrate on your Message** – The central theme should be linked every point you make.
- **Use Good Linking and Signaling** – Tell the audience that you have finished one point and are now moving the next one.
- **You are the presenter, not Power Point or Keynote** - Use these to help you get the message but do not hide behind them or rely on them.

Delivery & Body Language

- **Practice:** Don't read notes, the audience can do that. Know the subject, practice the presentation, and deliver it naturally.
- **Body Language:** Breathe slowly and speak slowly, make your words clear.
- Don't have your hands your pockets, don't slouch, don't point people.

Speaking exercise:

Students stand up and give a poor presentation introduction e.g. body language, words etc. Make as authentic as possible.

Class decide how it can be improved, and student improves it.

Classic Business Presentation Structure

1. **Open with a QUESTION, or a QUOTE, to get the audience interested.**
2. **Greet & introduce:**
 - Yourself
 - Your role
 - Presentation title
3. **Overview of main presentation points & duration of talk**
4. **Introduce 1st main point and present.**

Main points should have equal time value

5. Introduce 2nd main point and present
6. Introduce 3rd main point and present
7. Summary & conclusion
8. Question & answer session

PRESENTATION VOCABULARY: How to Signal & Connect Points

Signalling Structure

- *I've divided my presentation into three parts.*
- *First, I'll talk about ... Second ... Third ...*

Introducing a Main Point:

- *Let's start by talking about ...*
- *I'd like to begin by / with ...*

Finishing a Point:

- *That's all I have to say about that ...*
- *So, we've covered that ...*

Starting a New Point

- *So let's turn to / move on to ...*
- *I'd like now to look at ...*

Linking Expressions

• To add another idea

Furthermore, in addition, also, moreover, likewise, similarly

• To arrange ideas in order or time

Firstly, finally, meanwhile, eventually, next, subsequently, in the end

• To add an illustration or explanation

For example, for instance, in other words

• To conclude / sum up

Hence, therefore, thus, accordingly, in brief, in conclusion, consequently

• To connect two contrasting ideas

However, yet, nonetheless, nevertheless, rather, although, even though

• To emphasise or confirm

Indeed, naturally, of course, certainly, undoubtedly, admittedly, plainly

• Referring to what you have said

As I said before ... As I mentioned at the beginning

• Referring to what you will say

I'll come to that later ... We'll look at that in the next part

• Summarising and Concluding

Let me summarise the main points ... I think that covers everything ...

• Inviting Questions – The Q & A session

Are there any questions ... Please feel free to ask questions ...

Do you want me to go over anything in more detail?

Jeff Bezos – CEO of Amazon

"You have to be stubborn and flexible. The hard part is working out when to be flexible and when to be stubborn." Jeff Bezos

SPEAKING EXERCISE:

Think of a great opening question or quote to use to start the presentation e.g.

'Have you ever wanted to walk out of your job, just get up and leave the office?'

Sam Goldwyn once said, 'the harder I work, the luckier I get.'

Present an opening quote / question and then describe how it will connect to your presentation theme

BUSINESS EXPRESSIONS – Presentations

Complete the sentences with the correct alternative.

1. '*Digressing*' is when somebody _____ during the presentation.

a) Keeps on message b) Goes off message c) Stops d) Gets nervous

2. That's a good question but I'm not an expert in that _____.

a) Place b) Field c) Ground d) Zone

3. Nerves make it hard to control your _____.

a) Air b) Inhale c) Breathe d) Breathing

4. I'm sorry, can you repeat that, I didn't _____ what you said.

a) Catch b) Reach c) Grab d) Take

5. The presentation went _____ really well because she has charisma.

a) In b) Under c) Over d) Down