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HOW TO BECOME A GOOD PRESENTER

1. LEAVE NOTHING TO CHANCE

Check everything before you are due to speak – room, seating, visibility, acoustics and equipment.

2. KNOW EXACTLY HOW TO START

Plan the first minute of your presentation down to the last detail. Try to memorize your opening words. This will help you to sound confident and in control

3. GET STRAIGHT TO THE POINT

Don't waste time on long boring introductions. Try to make at least one powerful statement in the first two minutes.

4. TALK TO YOUR AUDIENCE

Many of the best presentations sound more like conversations. So, keep referring back to your audience, ask them questions, respond to their reactions.

5. KNOW WHAT WORKS

Certain things are always popular with an audience: personal experiences, stories with a message, dramatic comparisons, amazing facts they didn't know. Use them to the full.

6. BE CONCISE

Keep your sentences short and simple. Use deliberate pauses to punctuate your speech.

7. SPEAK NATURALLY

Don't be afraid to hesitate when you speak, but make sure you pause in the right places. Remember, you are not an actor trying to remember lines. A certain amount of hesitation is actually quite natural.

8. KNOW YOUR AUDIENCE

Speak for your audience, not yourself. Take every opportunity to show how much common ground you share with them. Address *their* goals, *their* needs, *their* concerns.

9. TREAT YOUR AUDIENCE AS EQUALS

Never talk down (or up) to your audience. Treat them as equals, no matter who they are.

10. BE YOURSELF

As far as possible, speak to five hundred people in much the same way you would speak to five. You will obviously need to project yourself more, but your personality shouldn't change.

11. TAKE YOUR TIME

Whenever you make a really important point, pause and let the full significance of what you have said sink in ... before you move on.

12. DON'T MAKE A SPECIAL EFFORT TO BE FUNNY

If you make a joke, don't stop and wait for laughs. Keep going and let the laughter (if it comes) interrupt you.

13. LET YOUR VISUALS SPEAK FOR THEMSELVES

Good visuals are just that – visual. Don't put boring tables of figures and long lines of text on the overhead and read them out. Stick to the main points. Experiment with three-dimensional charts, cartoons, interesting typefaces – anything to catch your audience's attention.

14. NEVER COMPETE WITH YOUR VISUALS

When showing a visual, keep quiet and give people time to take it in. Then make brief comments only. Point to the relevant parts of the visual as you speak. If you want to say more, switch off your projector to do so.

15. DEVELOP YOUR OWN STYLE

Learn from other public speakers, but don't try to copy them. Be comfortable with your own abilities. Don't do anything that feels unnatural for you, just because it works for someone else.

16. ENJOY THE EXPERIENCE

The secret of being an excellent speaker is to enjoy the experience of speaking – try to enjoy the experience!

17. WELCOME QUESTIONS FROM YOUR AUDIENCE

When members of your audience ask you a question, it is usually because they have a genuine interest in what you are saying and want to know more. Treat questions as an opportunity to get your message across better.

18. FINISH STRONGLY

When you are ready to finish your presentation, slow down, and lower your voice. Look at the audience and deliver your final words slowly and clearly. Pause, let your words hang in the air a moment longer, smile, say *Thank you* and then sit down.

Presenter's Self-Analysis

1. What do you consider to be your *strongest strength*, as a presenter?
When you are presenting *most effectively* – what do you think is working hardest for you?

2. What is the **weakness** that you consciously try to block out or eliminate?

3. What would you like your audience to say about you **after** you have made your presentation? How do you want to be perceived?

EVALUATION CHART

	Poor	Satisfactory	Good	Excellent
System general organization introduction ending connections relevance length level				
Delivery tempo volume expressiveness articulation				
Language sentence length register/style linkers emphasize/minimizers				
Manner audience contact interest assurance/confidence				
Body language stance and posture hands eye contact movement facial expression appearance				
Visual aids number design relevance use				
Overall impression				

PRACTICE: Introducing talks

A Here are the introductions to two different presentations. Separate the two presentations and put them in the correct order.

a At the end I will suggest practical ways in which you as managers can motivate both yourselves and the people who work for you.

b Good morning ladies and gentlemen, and welcome to our session on the dynamics of motivation.

c Then I will give a short demonstration of our prototype and explain what we have already achieved.

d Please feel free to raise questions at any time on technical or financial aspects of the project and I shall do my best to answer them.

e To begin with, I shall outline the main goals of the project.

f I would like to ask you to keep any questions you may have until the end, when I hope we will also have time to discuss your personal experiences and particular work situations.

g Finally, I shall move on to the major commercial applications and potential returns on investment.

h I will then turn to what we really mean by motivation, and look at the internal and external factors that play a part in creating it.

i Good afternoon ladies and gentlemen. I would like to talk to you this afternoon about why we feel our interactive video project is worth investing in.

j I shall start by looking at why motivation is so important and why the ability to motivate is a vital management skill.

Presentation 1

b

Presentation 2

i

B Read this introduction to a presentation. Choose the correct words or phrases in *italics*.

Good afternoon, ladies and gentlemen and welcome (1) *in/to/for* our seminar on corporate property management. I would like to (2) *begin/starting/commence* by (3) *drawing/telling/outlining* some of the main (4) *explanations/matters/issues* in corporate property management (5) *so that/for/in order* you will be able to judge whether your company is devoting sufficient time to this question.

I will then (6) *look/turn/change* to some of the legal and financial (7) *queries/aspects/pieces* of property management, and will (8) *tell/look/explain* how your companies may be affected by current and future legislation. I will (9) *illustrate/give examples/discuss* of the kinds of problems our clients have faced and explain what was done to solve them.

I will finish (10) *by/with/in giving* a brief résumé of the consultancy service that we offer, and I will explain what you (11) *need/shall/should* do if you would like to look into the matter further.

As we are rather (12) *hurried/pressed/short* for time, I would be grateful if you could (13) *rest/stay/save* any questions you may wish to (14) *rise/raise/raise* until the end, when I will (15) *do/make/have* my best to answer them.

C Below you will see extracts from a presentation. You must complete each blank with a word or phrase from the list below. Use each item from the list once only.

purpose *First of all,* *up to date* *at such short notice*
priorities *May I begin* *to sum up* *On the contrary,*

Finally, *As you know,* *as a whole* *On the other hand,*
Next, *In other words* *As far as* *draw your attention*

1. _____ by welcoming you all, especially as this meeting has had to be called.

2. _____ .

3. _____, our latest project has been the target of intense speculation in the media during the last few days, and the 4. _____ of this presentation is to bring you 5. _____ on what has been happening.

6. _____ I'd like to refresh your memories as to the background to the project. 7. _____, I'll give you a broad outline of what we've achieved so far. 8. _____, I'll try to give an indication of what our 9. _____ will be over the next few months.

If I can 10. _____ to the month of July, you will notice that there was an unexpected fall in overseas sales.

11. _____ domestic sales are concerned, you can see that growth has been sustained.

If we look at the figures for Europe 12. _____, and Germany in particular, we can see some quite encouraging trends.

We don't fear competition. 13. _____, we welcome it.

We could open a branch there. 14. _____, we may be better advised to look for a good agent to represent us.

This is a time when we must consider our options carefully. 15. _____, we should not rush into making any decisions.

So, 16. _____ then, don't believe everything the media tells you. We've had a few problems but the future looks bright.

Pair work: Evaluation

Give a short presentation based on the text below. Use this assessment form to evaluate each other's use of language.

	Poor	Satisfactory	Good	Excellent
sentence length	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
register/style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
linkers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
emphasizers/minimizers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

There are some important things to remember when giving a presentation. One of the key elements, in my opinion, is the contact with the audience. This can be achieved through a variety of techniques. For example, keeping eye contact as much as possible is a very important factor. In fact, if you are speaking to a very large audience, it's a good idea to pick out two or three members of the audience and establish eye contact with them.

Another way of keeping contact is to encourage the audience to interrupt and ask questions during the presentation. This may depend on the time you have allocated but, in principle, it is better to deal with a question at the time it arises rather than later. There are many other factors but eye contact and audience participation will count for 60 % success in establishing a strong relationship with your audience.

Purpose:

Cross out the verbs which do not fit in the following presentation extracts. The first one has been done for you as an example.

1. First of all, I'd like to ~~preview/overview~~/outline the main points of my talk.
2. Perhaps I should start off by ~~pointing/stressing/reminding~~ that this is just a preliminary report. Nothing has been finalized as yet.
3. But later on I will, in fact, be ~~putting forward/putting out/putting over~~ several detailed proposals.
4. One thing I'll be ~~dealing with/referring/regarding~~ is the issue of a minimum wage.
5. And I'll also be ~~asking/raising/putting~~ the question of privatization.

Aspects	Points to consider	Grade (1-5)*
Planning	evidence of careful preparation	
Objectives	clarity; appropriacy to audience/subject	
Content	extent; relevance; appropriacy; subject knowledge; research	
Approach	message support and reinforcement; variety; humour	
Organisation	coherence; clarity; appropriacy	
Visual aids	appropriacy; clarity; handling	
Delivery	pace; enthusiasm; rapport/eye contact; audibility; intonation; confidence; body language	
Language	clarity; accuracy; fluency; appropriacy; pronunciation; signalling	
Overall	clarity of message; achievement of objectives; interesting? enjoyable? informative? motivating?	
Other		

*Grade scale: 1 = unacceptable 2 = poor 3 = average 4 = good 5 = excellent
(i.e. could not do better in the time available)

Evaluation sheet

Was I well prepared for the meeting?	
Did I contribute to the outcome of the debate?	
Did I participate sufficiently?	
Did I talk too much?	
Was I successful in convincing the others with my arguments?	
Was it clear what I meant when I spoke?	
Did I understand what was said? If not, why not?	
Was it a good discussion? Why/Why not?	
Did I listen carefully to the others and take account of what they said? Did I change my mind in the face of convincing arguments?	
Could I have improved my vocabulary, accent or intonation?	
Could I have improved my other communication skills?	
Did the meeting go the way I expected? Why/Why not?	

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Business Roles
Evaluation sheet

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