

2A Smooth structure

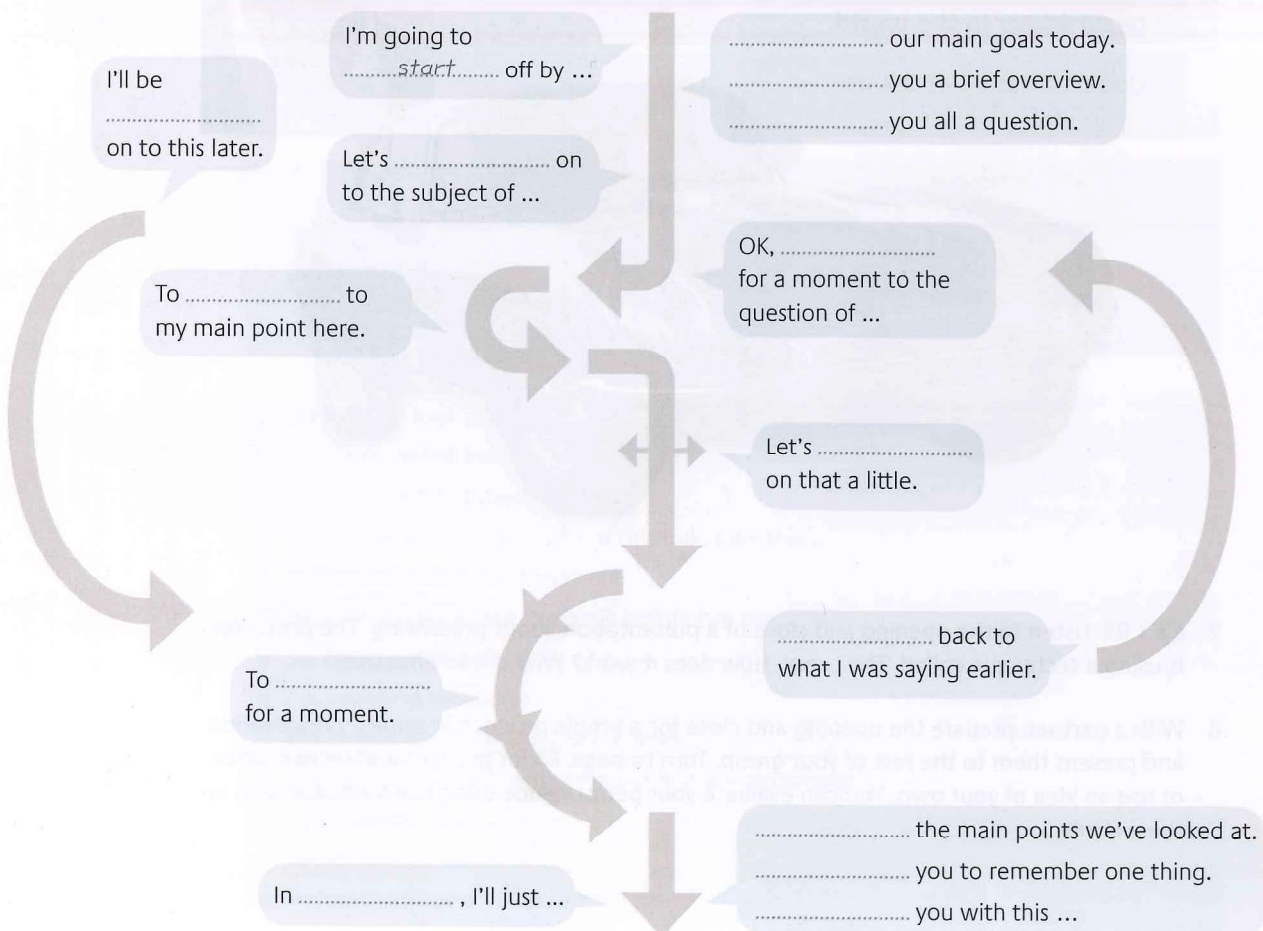


A presentation is very much like a journey. We need to explain: 'Where are we going?' And then along that journey as we move through it, we need to explain how we're moving on. Are we making progress? And, finally, when we get to the end, we've got to close our presentation in a way that's more engaging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

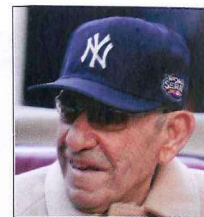
ask digress expand leave move return start summarise
 asking closing coming giving going outlining turning



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.

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

Yogi Berra, baseball legend



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

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 → effect effect → cause action → purpose
point → contrast point → addition point → 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. <i>point → specification</i> |
| 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.



2B Smooth structure

8 PRESENTATION TEMPLATE Work individually or with a partner. Use the template to develop a short presentation with a strong opening, a strong ending and three main stages in between.

Make a note of:

- the main points you want to make in the white boxes
- key topic vocabulary you think you may need in the yellow boxes
- expressions that may help you at each stage of the presentation (e.g. 'One option may be ...', 'In the long term ...') in the grey boxes
- signpost language to transition from one stage to the next (e.g. 'To move on', 'Turning to the question of financing, ...') in the green boxes.

Possible stages:

problem-solving (*problem, options, recommendations*)

product/service description (*features, benefits, competitor comparison*)

common misconception (*myth, data, reality*)

business plan (*customer need, idea, market potential*)

troubleshooting (*problem, possible causes, action*)

change (*past, present, implications*)

motivation (*competition, us, future*)

proposal (*plan, potential objections, benefits*)

financial/sales report (*targets, results, implications*)

company timeline (*past, present, future*)

directive from head office (*issue, decision, implications*)

manufacturing process / research procedure (*aims, procedure, results*)

pitch for (*increased*) resources (*need, plan, costs*)

departmental profile (*team, areas of activity, current projects*)

situation report (*past, present, causes*)

market overview (*market profile, trends and market forces, market share*).

