

# 5

## Preparation and delivery

*Poor preparation means poor performance.*

### Aims

- How to prepare for an international presentation
- How to manage international expectations of presentations
- How to deal with nerves before and during a presentation
- How to do a team presentation
- How to prepare visuals for an international audience

### A

### How to prepare

### Quiz

How effective a presenter are you?

Tick Yes, No or Sometimes.

	Yes	No	Sometimes
1 Do you spend enough time on preparing your presentation?			
2 Do you rehearse your presentation, either alone or in front of a colleague or colleagues?			
3 Do you prepare your own visuals or do you get someone to help you do this?			
4 Do you get nervous before presentations?			
5 If you get nervous, do you use any techniques for reducing those nerves?			
6 Do you research the needs, desires and make-up of your audience before you present to them?			
7 Do you always present on your own, or do you present as part of a team?			
8 If you present in teams, do you enjoy that? Or do you prefer to present on your own?			
9 Do you say hello to members of your audience if they arrive early? Do you try to find out something about them?			
10 Do you prefer to say nothing until you start your presentation?			

### Glossary

The **make-up** of something consists of its different parts and the way these parts are arranged.



## Briefing

All good presenters do two things before any presentation. They prepare and they practise. Here are some tips to help you prepare and practise your presentation. First, we'll go through three key principles in turn:

- Know what you want to achieve
- Know how to organize
- Know your audience

### Know what you want to achieve

Most presenters want to do at least one of these things in a presentation:

- Exchange information (you might do this when updating colleagues on progress)
- Change behaviour (you might do this in a motivational presentation)
- Sell a product or service

### Know how to organize

We have already focused on the Three Ss technique for presentations in 4A. Here are five other things to think about:

- 1 **Message** Summarize the key message of the presentation in one sentence. This is what you want your audience to remember as a result of your presentation. Use it at the beginning and end of your presentation.
- 2 **Main point(s)** Decide on three main points that will develop your key message. These will be the main points in your Three Ss structure.
- 3 **Motivation** Ask yourself: *Why will my audience be interested in this?*
- 4 **Take-aways** What will your audience take away from your presentation? Emphasize the take-away value in your summary.
- 5 **Examples** Can you think of any memorable short stories or anecdotes to tell to illustrate your points?

### Know your audience

Try to find out something about your audience before you meet them online or face-to-face. Use the acronym AUDIENCE to help you find what to research.

<b>A</b>	<b>Audience</b>	How many? From where?
<b>U</b>	<b>Understand</b>	What do they know already?
<b>D</b>	<b>Demographic</b>	Age, gender, social background, professions
<b>I</b>	<b>Interests</b>	What do they want to know?
<b>E</b>	<b>Environment</b>	Will they all be able to hear and see me easily?
<b>N</b>	<b>Needs</b>	What are their needs?
<b>C</b>	<b>Customize</b>	How do I need to adapt my presentation to their needs?
<b>E</b>	<b>Expectations</b>	What do my audience expect to learn or hear?





Remember these principles and use them with the Three Ss structure when you plan your presentations.

Together with these principles, good presenters use four techniques to keep their audience listening:

- 1 **Hooking** A hook catches a fish. It also catches the attention of the audience. What is your hook?
- 2 **Flagging** Tell your audience what is important.
- 3 **Bridging** Make a clear bridge between your points.
- 4 **Looping** Refer back to a point you made earlier in the presentation in order to reinforce it.

## Listening



- 1** Listen to the start of a presentation about the future of energy resources and answer the questions.

- 1 What is the presenter's key message?
- 2 What are the presenter's main points?
- 3 What is the audience's motivation for listening to the presentation?
- 4 How does the presenter illustrate his message?
- 5 How does he loop?



- 2** Listen again and complete these sentences.

- 1 Can you ..... a world without energy?
- 2 So ..... do we manage and develop our energy resources better?
- 3 Well, the first ..... we have to do is to conserve our energy resources better.
- 4 The second thing I want to ..... is we have to develop new forms of energy.
- 5 The third point I want to make is that managing and developing energy resources is ..... at three levels: economically, socially and personally.
- 6 So, ..... back to where our company comes in ...

## Business practice



- 1** Listen and repeat these sentences.

**Hooking – getting the audience's attention**

Let me tell you how to increase your profits.

I'd like to offer some ideas on how to increase productivity.

I want to share with you my experience in the financial markets.

Imagine a world where you couldn't use your mobile phone. What would you do?

Can you imagine a world where you couldn't use your mobile phone?



**Flagging –  
emphasizing what's  
important**

This is a really crucial point.  
This is the most important point I want to make.  
This is vitally important.  
Make no mistake. This really matters.

**Bridging – linking  
one point to another**

Another important point is motivation.  
Following that, we need to discuss how to engage our staff.  
Let me turn now to my next point.  
This brings me to my final point, what needs to change and how.

**Looping – reinforcing  
what you have said  
before**

As I said earlier, motivation is very important.  
You may remember I mentioned motivation.  
I said I would discuss efficiency savings. This is the right moment to do so.  
Coming back to what I said before ...

## **2 Prepare your own presentation.**

**Think of a work topic. Make notes. Write down:**

- your main message
- the points that will develop the message
- your audience's motivation for listening to you
- a hook for your audience
- the take-away value for your audience

**Now think how you will:**

- flag what is important
- bridge points
- loop back to points

## **3 Deliver your presentation. Make it one to two minutes long.**

**Record it and then play it back. If possible, ask a friend or colleague to review and comment on it.**

**Focus on these points:**

- Did you get your main points across clearly?
- Did you find a good hook to get the audience's attention?
- Did you link the parts of your presentation carefully?

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## **Business culture**

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People in different parts of the world have different expectations of a presentation. As we have said, the important thing is to know and / or research what your audience is expecting. See pages 106 and 107 and read about six common challenges you might face.



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