Presenting Results

Lead-in

1 **Work in pairs. Read the advice to business presenters and discuss the questions.**

Giving a presentation is like taking your audience on a journey. To successfully reach your destination, you need to make sure nobody gets lost on the way! So provide them with a clear map of your talk at the start and always tell them where you're going as you speak – moving on, going back, changing direction. Think of it as GPS for presenters!



1 How is a presentation like a journey?
2 What do you need to do at the start of your presentation?

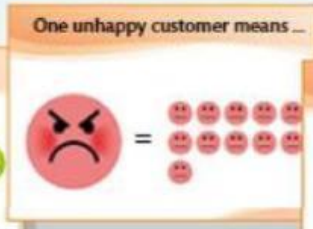
Listening

2A **Carl and Inés work for a large chain of mobile phone stores. This morning they gave a presentation to their Regional Sales Managers. In pairs, look at their slides and check any words you don't know. What is their presentation about?**













B 3.05 **Listen to the introduction to the presentation and answer the questions.**

1 What is the subject of the presentation?
2 Who is going to talk about the following: Carl or Inés?
   a customer satisfaction ratings
   b in-store interviews
   c focus group results
3 When can the audience ask questions: during or after the talk?
4 Where did the data for the customer satisfaction ratings come from?

C **In pairs, discuss how clear Carl's overview of the presentation was, and why.**

3A 3.06 **Listen to the next part of the presentation and answer the questions.**

1 Why was it necessary to do in-store interviews?
2 A happy customer recommends the store to how many people?
3 How many unhappy customers leave feedback? How many don't?

B **Listen again and raise your hand every time the presenter pauses for more than a couple of seconds. Why are these pauses helpful?**

4 3.07 **Listen to the last part of the presentation and answer the questions.**

1 According to Carl, what information do the interviews *not* provide?
2 How many focus groups were there? What did the research team ask them to do?
3 What result did Inés and her team find surprising? Why?
4 What final recommendation does Inés make? Why?

LIVEWORKSHEETS

Functional language

Signposting a presentation

5 **Put the following words from the presentation in the correct order.**

Secondly, ...	Finally, ...	Then ...	First of all, ...

1 _____ 2 _____ 3 _____ 4 _____

6 **Complete the phrases and expressions for structuring a presentation using the verbs from the boxes.**

brings	hand	move	start	sum

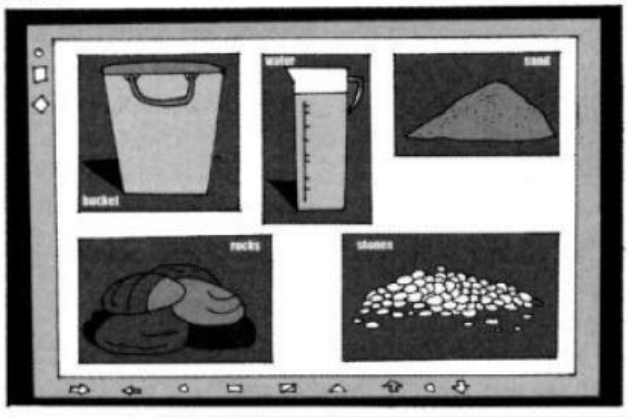
look	jump	recap	started	wrap

1 I'd like to _____ off by talking about stage one.
2 Now, let's _____ on to the in-store interviews.
3 That _____ me to the end of my part of the presentation.
4 I'll _____ you over to Inés to talk about stage three.
5 So, just to _____ up, ...
6 OK, let's _____ at the interview data in more detail.
7 So, to _____ on the main points so far.
8 So, let's _____ right in.
9 OK, let's _____ it up there.
10 OK, let's get _____ .

er's resources:
activities

59.2 **Look at the presentation extract in the box. Note that it is unpunctuated. Places where the speaker could pause for impact are marked with // and key words to be stressed are underlined.**

Take a look at this slide // you have a bucket // a few rocks // some small stones // some sand // and some water // now // put the rocks in the bucket // is it full // no // put the small stones in around the rocks // is it full // no // put the sand in // give it a shake // is it full // no // put the water in // now it's full // you got everything inside the bucket // well done // my talk this morning // ladies and gentlemen // is about time management // the point is this // do the main tasks first // or the sand and water issues will fill up your day // if you leave those big rocks until last // you might not even have space for them.



59.4 **Read the article, then underline the correct word in italics in the comment below.**

How (NOT) To Give a Presentation

Want to know how to give a great presentation? Here are some Top Tips to help you.

* Begin by establishing how impressive you are. Make sure the audience knows all about your wonderful achievements. Promote your company at every opportunity. After all, this presentation is about you.
* Explain in detail what you are going to talk about, before you get to the main contents. You know how people love reading the table of contents in a book? It builds suspense. It's exciting.
* Get the audience on your side by using that joke you heard last week. It's got a clever double meaning and everyone will understand it and find it hilarious.
* Every slide should be packed with information. Use as many bullet points and words as possible. If you can't fit everything onto one slide, try a smaller font. Feel free to use several slides to explain things properly.
* Read aloud every word on your slides. Audiences have difficulty reading, particularly if the font size is small, and it's your responsibility to help them.
* Summarize everything at the end. Audiences forget things so easily. Spend the last few minutes patiently going over everything they just heard and saw.
* If you run out of time at the end, keep going. The audience paid good money to see your presentation, so make sure they see it all. Your time is important.
* Don't take any questions. The content and quality of your presentation speaks for itself.

Comment: the author of this article is being *serious / ironic*.

LIVEWORKSHEETS

60.1 Complete each sentence with a word from the box. Find a solution that uses each word once.

affect	*bring*	*digress*	*divide*	*have*
notice	*show*	~~*start*~~	*stress*	*take*

1 Let me *start* by saying a few words about myself.
2 My presentation will _____ around 30 minutes.
3 I've _____d my talk into three parts.
4 This is an issue that _____s us all.
5 I'd like to _____ one very important point.
6 And in a moment I will take you on a tour of the factory. To _____ for a moment, can I just check that you've all signed in at reception?
7 That _____s me to my next point.
8 _____ a look at this next slide.
9 You'll _____ on the diagram that there is very little space available for the cooling fan.
10 The figures clearly _____ that demand for oil is still rising.

60.2 Put the words into order to make sentences from a presentation.

1 Good morning for coming and everyone thanks.
Good morning everyone and thanks for coming.
2 I'd like to inviting the organizers for thank me here today.
3 Can you back me at the hear of the room?
4 Please ask free to feel questions during my presentation.
5 So does what this mean in costs of terms?
6 That's all I want to market about changes in the say.
7 Let me go again the main points over.
8 Thank you for very much listening and I hope it found you useful.

60.3 Complete the phrases with these prepositions: *about, at, at, back, for, for, of, of, on, to, up.*

1 Good morning and thanks _____ coming.
2 Can you hear me _____ the back _____ the room?
3 I'll leave time at the end _____ questions.
4 First I'll give you an overview _____ the company, then I'll look _____ our new range of products, and finally I'll talk _____ opportunities for customization based on your own specific needs.
5 Going _____ to what I was saying before.
6 I'd like to move _____ to my next point.
7 Turning now _____ a different matter.
8 So, to sum _____, our values are these: Innovative Solutions, Strategic Partnerships and Global Vision.

60.4 Match the beginning and end of each phrase.

It's always	in a little more detail
I'll give	free to ask questions
I'll talk	a pleasure
Please feel	you an overview
I'd like to move	me to the end
That brings	to stress
The figures	on now
And I'd like	you an example
To give	clearly show that

Now use the phrases to complete the presentation extract below. The first four phrases are used first.

Good morning everyone and thanks for coming. I'm very happy to be here. [1] *It's always a pleasure* to visit the Czech Republic – I have many good friends here.

Before I begin I'd like to thank the organizers for inviting me here today. In particular, a big thank you to Tomas for all his hard work behind the scenes.

OK. My presentation this morning will take around 40 minutes. [2] _____ during my presentation, and there will also be time for questions at the end.

I've divided my talk into three parts. First [3] _____ of Smart Think Consultancy. Then I'll look at the area that is, I think, of most interest to you – Business Process Outsourcing. And finally [4] _____ about some ideas for BPO for your own company, based on the initial research we have done.

Later in the presentation

[5] _____ one very important point. We do deliver value to our clients. This next slide lists some of the companies we have worked with. Next to each name is an estimate of money saved as a result of our recommendations. [6] _____ using the services of Smart Think makes a direct impact on profitability and business success.

Later in the presentation

OK, that's all I want to say about Smart Think. [7] _____ to the subject of Business Process Outsourcing. What exactly is Business Process Outsourcing? It is using outside companies to handle your routine business activities – the ones that are not central to your mission. It leaves you free to do what you do best: product development, operations, sales and marketing. [8] _____ of what I mean, let's look at Human Resources outsourcing.

Later in the presentation

Right. [9] _____ of my presentation. Thank you very much for listening and I hope you found it useful. Are there any questions?

60.5 10 **You are going to hear eight phrases. Listen and repeat.**

LIVEWORKSHEETS

Preparing slides

When you are preparing slides for a presentation, it is a good idea to use a dictionary to check spelling. Use of colour, pictures, charts and diagrams can make the slides more interesting. However, think about the colours and pictures that you choose. Are they easy to read and understand? Here are some more tips when preparing slides.

Tips	Examples
Use similar grammar forms on each slide	**infinitives: communicate** with customers, **ask** questions **gerunds: finding** solutions, **making** a difference **nouns:** cars, businesses, emails
Drop articles	**definite (*the*):** make product (not *make the product*) **indefinite (*a/an*):** send email (not *send an email*)
Use bullet points	**use (•) for main lists:** • use car **use (▪) for secondary lists:** ▪students
Use pictures and charts	• picture, photo • diagram, table or chart • symbols (e.g. ©)

Talking about slides

When you are presenting a slide, it is a good idea not to just read the words on the slide. Use the slide to help communicate your ideas. Here are some useful phrases for using slides in a presentation.

Introducing a slide	Here you can see (three steps for helping customer communication). If you look at this slide, you can see that (more people use cars than bicycles). This slide shows (that we are not always working when we are in the office).
Moving from slide to slide	This next slide shows (what we want the company to focus on). Moving on, let's look at (some details about our customers).

Read the information below and prepare your presentation. Make simple slides. Take turns to give your presentation.

Pay attention to the following points:

• introduce yourself and your co-presenter? • introduce the subject of your talk? • move on from one point to the next?
• give the audience an overview of your talk? • use pauses for effect? • hand over to your partner?
• sum up? • end your talk?

LIVEWORKSHEETS

PRESENTATION A

Presenter 1

Introduction and overview

1 Introduce yourself and Presenter 2.
2 Introduce the subject of your talk: 'A comparison of customer satisfaction ratings before and after providing our sales team with people skills training in Q2.'
3 Say who will talk about Parts 1, 2, 3 and 4.

Part 1: Satisfaction ratings for Q1

☺ 61% 😐 25% ☹ 14% (not great!)
Estimated no. of customers not leaving feedback: 47% (we needed more data on this)

Part 2: Customer research in Q1

1 72% of customers who didn't leave feedback were neutral 😐 or dissatisfied ☹
2 91% just wanted simple, friendly advice about the products – not too technical!

Close and hand over to Presenter 2.

Presenter 2 Thank Presenter 1 and move on.

Part 3: People skills training in Q2

Three four-hour face-to-face training sessions:
1 How to explain things in simple English
2 Dealing with difficult customers
3 Building a relationship with the customer

Plus 6 weeks of M-learning using mobile phones – very popular with our sales team!

Part 4: Satisfaction ratings for Qs 3–4

☺ 79% 😐 15% ☹ 6% (very good news!)
Estimated no. of customers not leaving feedback: 16% (significantly better)

Summary and conclusion

1 Training programme was extremely successful.
2 Customer satisfaction was up by almost a third.
3 Satisfaction ratings are now more accurate.

Close and thank audience.

Presentation B

Presenter 1

Introduction and overview

1 Introduce yourself and Presenter 2.
2 Introduce the subject of your talk: 'A comparison of customer visits to our e-commerce website before and after technical improvements made in Q2.'
3 Say who will talk about Parts 1, 2, 3 and 4.

Part 1: No. of visits we were getting in Q1

Industry average: 35,000/day
Our target figure: 40,000/day
Actual figure: 23,000/day (why so low?)

Part 2: Technical problems with site

1 Slow access speed (customers getting bored and leaving site without a purchase)
2 Not user-friendly (too complicated?)
3 Website down in Feb (lost business!)

Close and hand over to Presenter 2.

Presenter 2

Thank Presenter 1 and move on.

Part 3: Technical improvements in Q2

1 Moved website to a new host (faster, more reliable)
2 Redesigned site (easier to use)
3 Installed a better website optimisation tool (made us easier to find online)

Part 4: No. of visits we got in Q3–4

Q3: 39,000/day (the good news)
Q4: 45,500/day (even better news!)

Summary and conclusion

1 Customer visits doubled from Q1 to Q4!
2 We beat our Q1 target by 13%
3 We're now ahead of all our main competitors in this market!

Close and thank audience.

LIVEWORKSHEETS