4 Presentation organization

Tell them what you are going to say, tell them you are saying it. Then tell them you have said it. — Winston Churchill

Aims

- How to signpost, signal and summarize during a presentation
- How to use the **Three Ss** technique
- How to respond to and answer questions
- How to deal with interruptions
- How to structure a short written report

A How to structure your presentation

Quiz

What kind of presenter are you? Tick Yes, No or Sometimes.

		Yes	No	Sometimes
1	I work best with a prepared speech, which I read out.			
2	I present best by speaking from notes.			
3	I present best when I have a slide presentation.			
4	I present best when I speak naturally, without using slides.			
5	I prefer to speak from a lectern so I can see my speech.			
6	I prefer to have no barrier between me and the audience.			
7	I prefer talking to the audience without interaction.			
8	I prefer interacting with the audience.			
9	I always ask the audience to leave their questions till the end of my presentation.			
10	I encourage my audience to interrupt and ask questions at any time.			

LIVEWORKSHEETS

Briefing

Everybody in business has to make presentations at some point. A business presentation may be an informal three-minute report to colleagues in a meeting or a formal 45-minute speech to a large group of people you have never met before. But every presentation can have the same structure.

Learn this structure and it will be much easier to make your presentations:

- Tell them what you are going to say.
- Tell them you are saying it.
- Tell them you have said it.

Think of your presentation as a story. It has a beginning, a middle and an end. At the beginning tell your audience what you are going to say. In the middle tell your audience you are saying it. At the end tell your audience you have said it. To do this, use the Three Ss technique: SIGNPOST, SIGNAL and SUMMARIZE.

Signpost

- Tell the audience your topic.
- Tell them how long the presentation will last.
- Tell them the main points you will make.
- Tell them if and when they can ask questions.

Signal

- Tell the audience when you are beginning each point.
- Tell the audience when you have finished each point.
- Your audience will know where you are in your presentation and this avoids confusion.

Summarize

- Summarize your main points.
- Make a conclusion. For example, what should we learn from the presentation?
- Invite questions.

Listening

20 **1** **Listen to a presentation about migration in the European Union and identify where each of the Three Ss starts and finishes. Listen again and check your answers in the Audio script.**

20 **2** **Listen again to the presentation and complete these sentences.**

1 I'm ..... to talk about the international migration of labour.
2 If you have any questions, please feel free to ..... .
3 My first ..... is why migration is a problem.
4 I have ..... three points.
5 Thank you for .....
6 If there are any questions, I'll be ..... to answer them.

LIVEWORKSHEETS

Business practice

21 **1** Listen and repeat these phrases.

Signposting phrases	
Title	My presentation is entitled … I'd like to talk about the current project. I'd like to give you an update on my current project.
Duration	My presentation will last about three minutes. I'll talk for about three minutes.
Main points	I'll make three main points: first …, second … and finally …
Questions	If you have any questions, please feel free to interrupt. If you have any questions, I'll be happy to answer them at the end.
Signalling phrases	My first point is … That was my first point. My second point is … That was my second point. My final point is … That was my final point.
Summarizing phrases	
Summary	In this presentation I have made three main points. First …, second … and finally …
Conclusion	In conclusion, I think … That is the end of my presentation. Thank you for listening.
Questions	If you have any questions, I'll be happy to answer them now. If there are any questions, I'll be pleased to answer them. Any questions? (*informal*)
Thanking	Thank you. Thanks for your attention.

LIVEWORKSHEETS

2 **Test yourself. Cover the sentences opposite and then complete the sentences with words from the box.**

If	conclusion	last	entitled	answer	would

1 If you have any questions, I will be pleased to ..... them.
2 In ....., I think we have to choose the Belmont site for the office.
3 My presentation will ..... about 15 minutes.
4 My presentation is ..... *How we go and stay green.*
5 I ..... like to give you an update on the project.
6 ..... you have any questions, please feel free to interrupt.

3 **Prepare your own presentation.**

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

- The topic
- The three main points you want to make

Then practise introducing your topic. Remember the four things you have to do.

- Title
- Duration
- Main points
- Questions

Take your first point. Write three things about it. Then practise.

- Introduce it with a signalling phrase.
- Finish it with a signalling phrase.

Now write a summary. Remember these four points:

- Summary (*your key points*)
- Conclusion (*why it's important*)
- Questions (*invite questions*)
- Thanks (*thank the audience for listening*)

4 **Deliver your presentation. Make it about 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 include all the **signposts** (title, duration, main points, questions)?
- Did you include the **signalling** points (introducing and closing each point)?
- Did you include the **summarizing** points (summary, conclusion, questions, thanks)?

Business culture

See the questionnaire on page 106 and answer the questions about what *you* expect from a presentation and what other people expect.

LIVEWORKSHEETS



BUSINESS ENGLISH FOR PROFESSIONALS

tycoons.language_service

LIVEWORKSHEETS