

CAMBRIDGE

Professional English

Dynamic Presentations

Mark Powell

2 Audio CDs included



Cambridge Business Skills



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Preparing to present



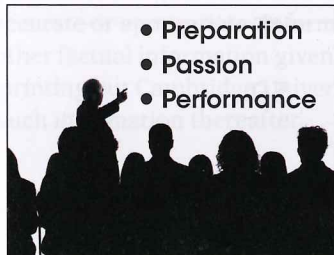
If there's one skill, above all others, that will help you stand out in the world of international business, it is the skill of presenting. And the further you progress in your career, the more likely it is that you will be called upon to present. In the age of technology and social networking it's easy to lose sight of this. But you'll never have more impact than when you stand up to speak in public. In professional life, competent presentations are expected. But great presentations are rare and always remembered.

Mark Powell, Mark Powell Communications

Welcome to *Dynamic Presentations*, one of a new series of courses from Cambridge University Press designed to develop excellence in business communication in English. The complete training package includes this book and CDs, an accompanying DVD with worksheets and a dedicated website containing further games and activities, feedback forms and full trainer's notes. You can access this material at <http://www.cambridge.org/elt/dynamicpresentations>.

The secret of successful presentations

Whether you're pitching one on one to a client, talking a small group of colleagues through the latest quarterlies or giving the keynote speech at a conference, becoming an excellent presenter comes down to three things:

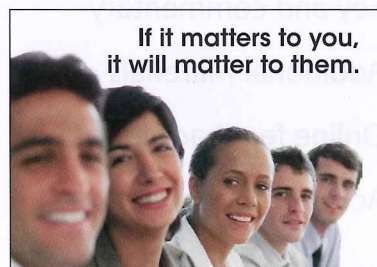


- Preparation
- Passion
- Performance

This course will help you both prepare and perform. By the end of the course, you'll know how to start and how to finish, what to put in and what to leave out, when to stick to your plan and when to depart from it. You'll have an eye for visuals and an ear for how to use your voice. You'll have a feel for effective body language and the ability to make facts and figures unforgettable.

You'll also learn proven strategies for handling any question your audience might throw at you. And you'll try out a range of dynamic presentation techniques as you develop a style that is uniquely yours.

What about passion? Well, that's mostly up to you! After all, if you're not fired up about your talk, why should we be? But if you're thoroughly prepared and feel confident you can perform, you'll be free to connect with your audience. And all presentations, no matter how routine, need to connect. Think about it. If the figures spoke for themselves, you wouldn't need to present them! In the words of poet and biographer Maya Angelou:



'People will forget what you said. People will forget what you did. But people will never forget how you made them feel.'

As you work through the ten modules in this course, you should always be thinking how you can make the skills and techniques your own. If something doesn't seem to work at first, it may be that it doesn't quite suit your style or it may just be that you need a little more practice. Be prepared to have fun and experiment. By getting your trainer to record you, you can analyse your performance using the online feedback forms (see page 94).

I hope you enjoy the *Dynamic Presentations* experience!

Presenting and you

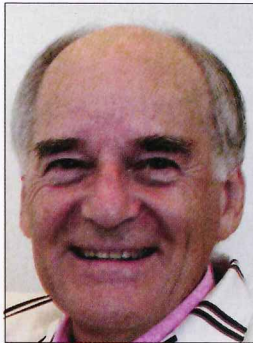
Take a few moments before you begin the course to think about your own needs and experience as a presenter. Tick the comments that apply to you below and see how *Dynamic Presentations* can help you to improve.

- I can present quite well in my own language, but I'm not so sure I can translate that into English!
- I don't have much experience of giving presentations – even in my own language!
- I know what audiences in my own country expect, but what about expectations in other countries?
- I mostly just have to present to small groups in meetings – is that really presenting?
- I sometimes have to address larger audiences at conferences – don't I need a special public speaking voice for that?
- I'm sure I must look so nervous standing there in front of everyone – what can I do about that?
- I have so much data to refer to and my bosses expect to get a copy of my slides at the end.
- My greatest fear is of being boring – how do I keep my audience awake?
- I'm not comfortable telling jokes (and in a foreign language!), but how else can I connect?
- At least I can prepare for my talk, but when it comes to questions and answers, I'm up against the audience alone!

- ➔ Each module of the course contains the key words, phrases and expressions you need to present fluently in English. You'll also learn some of the special language patterns that skilful presenters use to create extra impact.
- ➔ The course brings together some of the world's leading presentation experts to share their insights with you. Full notes in the Key and commentary guide you towards a better understanding of how to present.
- ➔ In many of the modules, business people from different countries compare what different cultures are looking for in a presentation. The CDs and separate DVD contain recordings of presenters of different nationalities in action.
- ➔ It's all presenting, whether to an audience of one or one thousand, but you'll want to adopt a different style. Module 7 on rapport building and Module 9 on storytelling will help you to develop the right conversational tone.
- ➔ No, you don't – you'll sound artificial. Your natural speaking voice will do just fine, but you'll need to use it in a slightly different way. Module 3 will show you how to add power and clarity to your delivery.
- ➔ Relax. Most nerves are caused by fear of the unknown. But if you know exactly where your talk is going, there'll be no nasty surprises! Module 2 will help you here, whilst Module 6 shows you how to look calm and in control.
- ➔ Give them a handout instead! And keep your slides simple and clear. Module 4 gives you tips on designing visuals and how to avoid data-dumping. Module 5 explains how to make dull figures come alive.
- ➔ It's essential to get off to a good start, as that sets the tone for the rest of your talk. Module 1 offers you some options here. There are also dozens of incredibly simple 'tricks of the trade', which you can learn in Module 8.
- ➔ There are many ways to connect with your audience and jokes are at the bottom of the list! Modules 7, 8 and 9 will open your eyes to a whole range of possibilities. Module 4 tells you how to get the right visual support.
- ➔ You're not alone if you've rehearsed with a colleague. And not if you create the right atmosphere with your audience. Module 10 shows you how Q&A can actually be a highlight of your presentation.

1A

Opening and closing



People tend to remember openers more than any other part of a presentation, except perhaps for the closing remarks.

Andrew Leigh, Maynard Leigh Associates, www.maynardleigh.co.uk



The secret is: have a good beginning, a good ending and keep them as close together as possible!

George Burns, actor and comedian

1 What's more important in a talk: how you start or how you finish? Which do you find more challenging? Compare with a partner.

2 According to communication expert Andrew Leigh, there are four stages to opening a presentation. He calls these the A, B, C and D of openings. What do you think those letters stand for?

- 1 Capture your audience's interest instantly = A _ _ E _ T _ _ N
- 2 Explain what they will gain from the talk = B _ N _ F _ T
- 3 Show them you have the authority to speak = C _ _ D _ B _ _ _ _ Y
- 4 Give them a route map of the presentation = D _ R _ _ T _ _ N

3 Now match the openings below to the stages in 2. There are two openings for each stage.

a

In the 60 minutes it will take me to give this presentation, 7,000 US businesses will go bust.

b

In my 15 years in Silicon Valley I've learned quite a bit about managing risk.

c

Somebody once said: 'a brand is a promise'. But what happens when that promise is broken?

d

By the end of this morning's talk you'll know how to say 'No' and feel good about it.

e

My presentation this afternoon is in three main parts. Feel free to interrupt as we go along.

f

What I hope you'll get from this afternoon's session is a clearer idea of how CRM works.

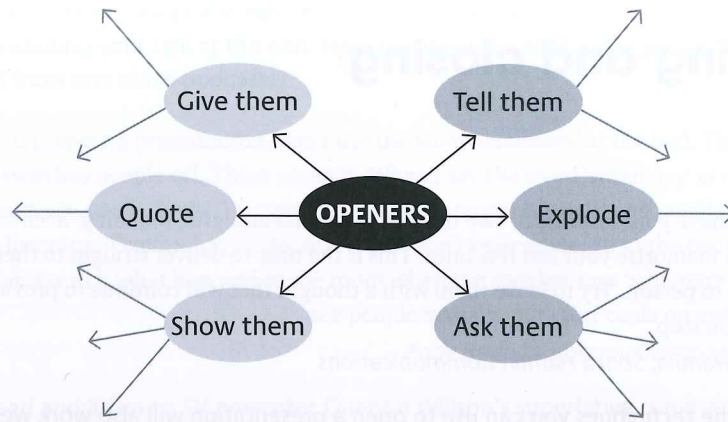
g

I was fortunate enough to be part of the team at VW that developed the original Golf GTI.

h

Today we're looking at options A and B. And I'll be happy to take questions at the end.

4 What ways are there of capturing your audience's interest right at the start of a talk? With a partner complete the mind map opposite, using the phrases in the boxes.



a photograph or cartoon
 a problem or puzzle
 somebody well-known a video
 a surprising fact or statistic
 a news headline

a question a joke
 a popular myth
 to raise their hand
 a story or anecdote
 to talk to a neighbour

5 1.02 Listen to the openings of five different presentations. After each extract discuss the questions below with a partner.

- Extract 1:** What two pieces of information does the speaker open with? Did they surprise you? In two words, what's his presentation going to be about?
- Extract 2:** What popular myth does the speaker explode? What two examples does she give to support her case?
- Extract 3:** What does the speaker ask her audience to do? She draws an analogy between backing up your hard disc and going to the dentist. What's the similarity?
- Extract 4:** The speaker introduces the subject of competitiveness in three ways: a quote, a joke and a task. Which works best for you?
- Extract 5:** How does the speaker show his audience that he really understands their business? How does he introduce his company?

6 Which openings in 5 do you find the most effective?

7 Some of the presentation openings you've just listened to are listed below. Write in the missing words.

imagine joke know like misconception raise said turn

- a Did you that ...?
 - b Could I ask you to your hand if you ...?
 - c Could you to a partner and discuss ...?
 - d Just what it would be like to ...
 - e I think it was ... who
 - f There's a common that ...
 - g My favourite about that is ...
 - h How would you to be able to ...?
- 8 Write an ABCD opening for a presentation you might give and present it to the rest of your group. If you like, use one or more of the expressions in 7 to gain your audience's attention.

1B

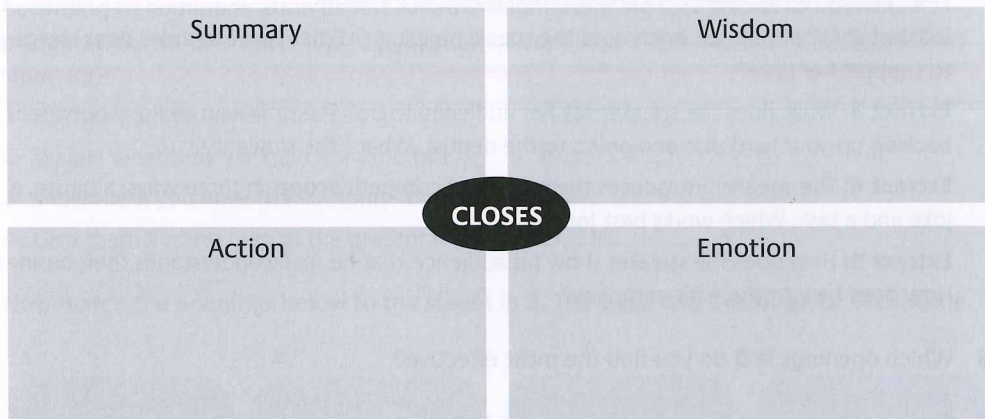
Opening and closing



Try to make your last line or two truly eloquent, meaningful, touching, accurate and wise. Always memorise your last few lines. This is the time to deliver straight to them: eye to eye, person to person. Try to leave them with a thought that will continue to provide an echo after you stop.

Sonya Hamlin, Sonya Hamlin Communications

- Many of the techniques you can use to open a presentation will also work well to close one. But this is your last chance to get your message across. How far do you agree with what Harvard Law School presentations coach Sonya Hamlin has to say about closing a talk?
- 1.03** Listen to the closing moments of four presentations and number the techniques in the order you hear them.
dramatic summary famous wise words call for action heart-felt message
- In your opinion, which of the closes in **2** does best what Sonya Hamlin says it should do?
- Group the expressions according to which closing technique they can best be used for.



- Let's take a look back at what we've spoken about this morning.
- I'm reminded of the words of ...
- Now let's get out there and ...!
- If you take just one thing from this talk, take this ...
- In the end, this is what matters
- Here, at a glance, are the main points I've made ...
- So, how to sum up?
- I'm counting on you to ...
- We have a saying where I come from ...
- So what does all this really mean for you – personally?
- In a nutshell, then ...
- In the famous words of ...
- So, next time you ..., remember to ...


- 5 Communication skills trainer and bestselling author Andy Bounds has some useful advice about summarising your talk at the end. How could you avoid the danger he describes in this extract from one of his podcasts?

When you prepare a presentation, don't use the word 'summary' at the end. The word 'summary' switches people off. Think about it. When I say the word 'summary' at the end of this podcast, you'll think 'Oh, right, he's going to repeat himself' and you'll click off and stop listening. That's what I'd do. And if you don't believe me, sit at the back of the seminar and watch what happens to the room when the speaker says 'summary'. You'll

see people actually put their coats on and leave.

Andy Bounds, communications expert




- 6  **1.04** Read and listen to TV presenter Quentin Willson's superlative summary of the E-Type Jaguar. Think of another glamorous and brilliantly designed product you admire (a fashion item, a smartphone, a perfume, a motorbike) and use the same basic framework in bold below to sum it up to a partner.

So, how do you sum up a car like this? **I could tell you that** it was the making of Jaguar, **that** it was the first car to be mathematically designed **and that** even Enzo Ferrari said that it was the one car in the world that he wished he'd made. **But that** would be to sell it short. **It was, is and always will be** a poem in steel **and** agonisingly pretty. **The E-Type is quite simply** the most beautiful car **in the world.**

Quentin Willson, TV presenter



- 7  **1.05** Listen to the opening and close of a presentation about presenting. The presenter is using a technique called 'The Loop'. How does it work? Why is it so effective?
- 8 With a partner, prepare the opening and close for a simple product or service presentation and present them to the rest of your group. Turn to page 78 for product and service ideas or use an idea of your own. You can evaluate your performance using the feedback form on the website.