

Paving the Way for Presentation

In Unit 1, you will learn how to...

- describe various kinds of presentations
- explain the basic principles of presentation
- identify what makes a presentation effective



Getting Started

Jamie is reading something interesting in the newspaper. What do you think she saw? How does she feel? Share your thoughts and present for at least 1 minute.

Warm-up Questions

1. What is the dividing line between effective and ineffective presentations?
2. What characteristics does a person with good presentation skills have?

Unit

01

1. FYI: Background Knowledge

3 Key Factors for Making Effective Presentations



Effective presentations have enormous power. Famous speeches—such as President Abraham Lincoln’s Gettysburg Address, Martin Luther King Jr.’s I Have a Dream—have literally **shaped the world** we live in. The best presentations can delight us, inspire us, and even make us cry. **Responsible** speakers **employ this power to** make the world a better place. **Unethical** speakers have used the same power to bring tyranny and death to millions.



Presentations have consequences. When you deliver a dazzling presentation, you enhance your **credibility** and influence the lives of others. Most famous leaders—be they in business, religion, or government—have the ability to present ideas clearly and **persuasively**. Exceptional people who are not famous—**distinguished** teachers, doctors, and community leaders—also understand that presentation speaking skills are **essential** for success.



Effective presentation skills can **be demonstrated by** the difference between knowing something and being able **to deliver** it. Effective speaking can mean the difference between having a good idea and knowing how to share it with others. The ability to prepare and deliver a successful presentation is **illustrated by** the difference between interesting audience members and inspiring them to action.

Practice. Let's recap background knowledge.

1 Make a sentence using the chunks from the article above.

- a) shaped the world: _____
- b) employ this power to: _____
- c) be demonstrated by: _____

2 Match the words with their correct meanings.

- | | | |
|---------------|---|--|
| Credibility | • | a) able to cause people to do or believe something |
| Persuasively | • | b) something that must be done before |
| Distinguished | • | c) the quality of being believable or worthy of trust |
| Essential | • | d) known by many people because of some quality or achievement |

3 Fill in the blanks with appropriate words from the article above.

- a) _____ speakers employ power of presentation to make the world a better place while _____ speakers have used the same power to bring tyranny and death to millions.
- b) Most famous leaders and great people understand that presentation skills are _____ for success and have the ability to present ideas clearly and _____.
- c) Effective presenters and speakers have to know how to explain the content, how _____ good ideas with others, and _____ the audience into action.

2. Language Focus

Listed below are useful phrases for starting a presentation. Try to use as many of them as possible during your presentation practices.

Phrase Bank

Welcoming the audience

- Hello, ladies and gentlemen.
- Good afternoon, esteemed guests.
- Good evening, members of the board / fellow colleagues.
- It's my pleasure to welcome you today.

Introducing yourself

- Let me introduce myself.
- I'd like to start by introducing myself. My name is...
- I am X from Y. I am the manager of...
- My name is I would like to talk to you today about ...

Introducing your subject

- Today I'm going to talk about...
- The subject of my presentation is ...
- The theme of my talk is ...
- I'm here today to present...
- I'll be talking about...

To get the audience's attention

- Have you ever heard of ...?
- Every day you encounter ...
- Today's topic is of particular interest to those of you / us who...
- My topic is / will be very important for you because...
- You may have wondered ...

Useful Words & Expressions



Below are expressions and phrases that will help you construct effective presentations. Let's review these useful expressions before we dive into the main part of the class.

Chronological Expressions

Ordering

- ◆ First of all
- ◆ Second of all
- ◆ Finally
- ◆ For my first point
- ◆ In conclusion
- ◆ For my last part

Past

- ◆ Last month/year
- ◆ In the past
- ◆ Back in 1997
- ◆ Historically
- ◆ In the last decade
- ◆ In the 20th century

Present

- ◆ Currently
- ◆ Now/Nowadays
- ◆ At present
- ◆ At the moment
- ◆ At the present time

Practice. Write a sentence using one of the expressions from each category.

1) Ordering Category

e.g.) For my first point, I want to talk about the company's overview.

» Sentence:

2) Past Category

e.g.) In the past, my company only had 20 employees.

» Sentence:

2) Present Category

e.g.) My department is hiring new workers at the moment.

» Sentence:

3. 3 Steps Building Up

Case Study: Restoring Company Image

| Step 1 | Prep-Stage

Read the case study context and the situation. Answer the comprehension questions and brainstorm presentation ideas.

The Context			Real Situation
The Company	The Presenter	The Audience	The Presentation
H Motors, was one of the leading automobile companies, but over the last few years, its image has become negative and weak. It has recently created the post of PR Manager in order to improve the company's image in the market.	Jay Smith is H Motors' new PR manager. One of the first things he did was to organize a meeting to discuss its corporate image. In particular, how to restore a positive corporate image.	Jay Smith invited the senior managers of the company and outside consultants. They are expecting to participate in a meeting about the corporate image of H Motors.	Unfortunately, Jay gets the date wrong. He realizes his mistake only when his secretary tells him that the audience is waiting in the conference room. He starts the meeting with a short presentation. The presentation should introduce the main topics for discussion.

1. Image you are in the audience. What kind of presentation would you expect from Jay Smith? What are some things you would want to hear from him?

-
-
-
-

2. If you were Jay Smith, the presenter, which one of the 3 key presentation concepts (power, consequences, inspire) would you focus on the most / the least?

* To recall information, please refer to the background knowledge section on the book.

-
-
-
-



| Step 2 | Case Comparison

Read the two case presentations and determine which one is more effective.

Case 1

I am very sorry that **I am late**. I was so busy with my other work that **I completely forgot** about the meeting that I scheduled today. So how has everyone's day been so far? Well, let's get going then. So I invited everyone here today because I wanted to discuss something of importance. So the main issue here is that the corporate image of our company, H Motors, has been going downhill for quite some time. **I called all of you to brainstorm ideas** that can improve our company's image. So do any of you have some **ideas to start us off?** Anything will be appreciated.

Case 2

Thank you for waiting patiently. I am Jay Smith and I was **recently hired** as the PR manager to **resolve** an important issue. Before we get started, **I have invited here** today the senior managers of our company Mr. Jackson and Mrs. William. I've also invited expert consultants Mr. Kim and Ms. Black. The issue we are facing is the fact that the corporate image of our company, H Motors has been **recently declining**. With the **growing popularity** of 'Go Green' movements, this social change has become **a niche for** many different companies, including some in the automobile industries. Our company is **lagging behind**, I would like to consult the experts and **ask for advice** from the experienced seniors here with us today.

VS



1. Based on the rubric criteria, score the two cases and add up the total score.

Type	Unsatisfactory	Poor	Fair/Average	Good	Excellent
Score	1	2	3	4	5
Tempo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volume	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expression	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Articulation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sentence length	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Register / Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Linkers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emphasizers / Minimizers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

» Case 1
Total Score :

» Case 2
Total Score :

2. Which presentation case do you think is better? Support your opinion and discuss it with your partner.

| Step 3 | Follow Up

Look at the presentation structure below and write down key points and ideas for each part.

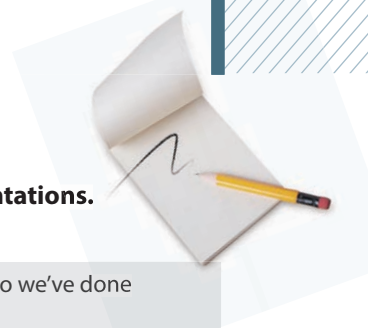
Introduction ✍		1
Outline ✍	▼	2
Main Parts ✍	▼	3
Summary ✍	▼	4
Conclusion ✍	▼	5



Types of Presentations

- ◆ **Press conference:** Two chief executives tell journalists why their companies have merged.
- ◆ **Product launch:** A car company announces a new model.
- ◆ **Seminar:** A financial adviser gives advice about investments to eight people.
- ◆ **Briefing:** A senior officer gives information to other officers about a police operation they are about to undertake.
- ◆ **Lecture:** A university professor communicates information about economics to 300 students.
- ◆ **Workshop:** A yoga expert tells people how to improve their breathing techniques and gets them to practice.
- ◆ **Demonstration:** The head of research and development demonstrates non-technical colleagues about a new machine.
- ◆ **Talk:** A member of a stamp-collecting club tells other members about 19th century British stamps.

Review



1. The sentences below provide examples of expressions people might use in certain presentations. Match each example to the appropriate presentation type.

a	demonstration	•	•	a	As you can see, this prototype is far in compare to we've done before.
b	talk	•	•	b	I'm going to give each group a series of problems faced by an imaginary company, and I want you to suggest possible solutions.
c	product launch	•	•	c	The parachutists will come in at 08:30 and land in two waves, here and there.
d	workshop	•	•	d	The X300 has the most advanced features of any car in its class.

2. Place the right expressions according to its category.

a) Good evening, members of the board/ fellow colleagues.	b) The theme of my talk is	
	d) You may have wondered ...	
	c) It's a pleasure to welcome you today.	
e) Every day you encounter ...		f) Today I'm going to talk about...

<p>✓ Welcoming the audience</p> <p>_____ , _____</p>	<p>✓ Introducing your subject</p> <p>_____ , _____</p>	<p>✓ To get the audience's attention</p> <p>_____ , _____</p>
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3. For additional listening practice, you may listen to good case mp3 or read the script below and complete the sentences.

Thank you for waiting patiently. I am Jay Smith and I was **a** _____ as the PR manager **b** _____ an important issue. Before we get started, **c** _____ here today the senior managers of our company Mr. Jackson and Mrs. William. I've also invited expert consultants Mr. Kim and Ms. Black. The issue that our company, H Motors, is facing is the fact that the corporate image of our company has been **d** _____. With the **e** _____ of 'Go Green' movements, this social change has become **f** _____ many different companies including automobile industries. With our company **g** _____, I would like to consult the experts and **h** _____ from the experienced seniors here with us today.

Answer Key : ① ask for advice ② lagging behind ③ a niche for ④ a growing popularity ⑤ recently declining ⑥ I have invited ⑦ to resolve ⑧ recently hired ⑨

"Remember, the more presentations you listen to, the better presenter you will become."

Step 2

Evaluate Yourself & Others

Mark \triangle for yourself and mark \circ to evaluate others.

Evaluating Presentation Performance

Objectives | 1 | 2 | 3 | 4 | 5

- clearly stated
- appropriate for audience/subject

Content | 1 | 2 | 3 | 4 | 5

- well researched
- broad / detailed enough
- content relevant
- appropriate for the audience

Organization | 1 | 2 | 3 | 4 | 5

- carefully planned
- coherent
- clear
- well-timed

Visual Aids | 1 | 2 | 3 | 4 | 5

- appropriate for subject and audience
- clearly legible and structured
- introduced and explained well
- support overall message

Delivery | 1 | 2 | 3 | 4 | 5

- rate of speech and quality
- established audience rapport
- eye contact
- appear confident and positive
- use body to emphasize meaning
- clearly audible

Language | 1 | 2 | 3 | 4 | 5

- clear
- accurate
- appropriate
- well-pronounced
- used signaling phrases

Overall | 1 | 2 | 3 | 4 | 5

- message clear
- objective achieved
- interesting
- enjoyable and interesting
- informative
- motivating

» **Your Score:** _____

» **Others:** _____

Let's Recap!

Check to see if you have used any of the phrases from the Phrase Bank.

* Remember! Using these phrases will help you deliver a more effective presentation.

◆ Welcoming the audience

- Hello, ladies and gentlemen.
- Good afternoon, esteemed guests.
- Good evening, members of the board / fellow colleagues.
- It's a pleasure to welcome you today.

◆ Introducing yourself

- Let me introduce myself.
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◆ Introducing your subject

- Today I'm going to talk about...
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◆ To get the audience's attention

- Have you ever heard of ...?
- Every day you encounter ...
- Today's topic is of particular interest to those of you / us who...
- My topic is / will be very important for you because...
- You may have wondered ...

The Golden Rules for Unit 1

The Basic Must-Know PT Process

- 1 *Leave nothing to chance*
- 2 *Have a strong start*
- 3 *Be concise*
- 4 *Talk to your audience*
- 5 *Know your audience*
- 6 *Speak naturally and be yourself*
- 7 *Treat your audience as equals*
- 8 *Take your time*
- 9 *Choose effective visuals*
- 10 *Enjoy the experience*
- 11 *Welcome questions*
- 12 *Finish strongly*
- 13 *Develop your own style*



Thinking it Over

- 1 Which of these tips do you find most useful?
Can you add any other tips?
- 2 Have you ever presented to a foreigner? How different were the audience from those in your own country?

