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“Українська академія банківської справи  
Національного банку України”

# **PRESENTATION SKILLS**

Методичні рекомендації  
для самостійної та індивідуальної роботи

Для студентів 2 курсу спеціальності “Фінанси”  
денної форми навчання

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Методичні рекомендації розроблені відповідно до навчальної програми викладання іноземної мови з курсу «Англійська мова за професійним спрямуванням» і призначені для індивідуальної та самостійної роботи студентів спеціальності «Фінанси».

Видання спрямоване на поглиблення знань студентів економічної лексики англійською мовою, розвиток навичок презентацій та вміння застосовувати отримані знання на практиці.

Призначені для студентів 2 курсу спеціальності “Фінанси” денної форми навчання.

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**PREFACE**

## ***Вступ***

Комплексна підготовка фахівців в галузі “Фінанси” передбачає вивчення іноземної мови для розвитку особистості в цілому. Дані методичні рекомендації спрямовані на розвиток навичок читання для отримання спеціальної інформації та комунікативних вмінь.

Метою даних методичних рекомендацій є:

- допомогти студентам розширити мовний запас та ознайомити з професійною лексикою, яка подана в наведених нижче текстах;
- розвинути навички роботи зі словником;
- вдосконалити комунікативні навички студентів засобами обговорення поставлених проблем у парах та у групах.
- Методичні рекомендації складаються з частин. Кожна частина містить текст та вправи до нього.

Дані методичні рекомендації можуть використовуватися для самостійної та індивідуальної роботи.

## **UNIT 1**

### **PREPARING THE PRESENTATION**

**1. While reading the text pay attention to the following words and give their Ukrainian equivalents:**

*Report, draft, objectives, script, prompt sheet, cue cards, OHP, rehearsal, visual aids.*

**2. Read the text.**

Prepare the structure of the talk carefully and logically, just as you would for a written report. What are:

- the objectives of the talk?
- the main points you want to make?

Make a list of these two things as your starting point.

Write out the presentation in rough, just like a first draft of a written report. Review the draft. You will find things that are irrelevant or superfluous - delete them. Check the story is consistent and flows smoothly. If there are things you cannot easily express, possibly because of doubt about your understanding, it is better to leave them unsaid.

**Never** read from a script. It is also unwise to have the talk written out in detail as a prompt sheet - the chances are you will not locate the thing you want to say among all the other text. You should know most of what you want to say - if you don't then you should not be giving the talk! So prepare *cue cards* which have key words and phrases (and possibly sketches) on them. Postcards are ideal for this. **Don't forget to number the cards** in case you drop them.

Remember to mark on your cards the visual aids that go with them so that the right OHP or slide is shown at the right time.

Rehearse your presentation - to yourself at first and then in front of some colleagues. The initial rehearsal should consider how the words and the sequence of visual aids go together. How will you make effective use of your visual aids?

### **3. Fill in the missing words in the passage below. Choose from the following:**

*content, visual aids, your voice, body language, appearance, oral communication, presentation.*

The material of your presentation should be concise, to the point and tell an interesting story. In addition to the obvious things like \_\_1\_\_ and \_\_2\_\_, the following are just as important as the audience will be subconsciously taking them in:

\_\_3\_\_ - *how* you say it is as important as *what* you say

\_\_4\_\_ - a subject in its own right and something about which much has been written and said. In essence, your body movements express what your attitudes and thoughts *really* are.

\_\_5\_\_ - first impressions influence the audience's attitudes to you. Dress appropriately for the occasion.

As with most personal skills \_\_6\_\_ cannot be taught. Instructors can only point the way. So as always, practice is essential, both to improve your skills generally and also to make the best of each individual \_\_7\_\_ you make.

## UNIT 2

### STRATEGIES FOR DEFINING YOUR AUDIENCE

**1. Before you plan your presentation, you have to define your audience. The following checklist will help you do this:**

- What is the size of the group? The number of people in your audience will affect your delivery style, the way you present visuals, the number and type of handouts, and the level of audience interaction.
- What is the age distribution of the audience? This is especially important if the audience is primarily made up of the very young or the very old. And age can make a difference in terms of reference points. For example, baby boomers will identify with references to the Vietnam War or Woodstock while their parents will relate to references to the Korean War or Frank Sinatra.
- Is the audience mostly men, mostly women, or mixed? Though, in many cases, your content and delivery would be the same with either sex, there may be nuances that are more suitable for one group or the other. And you may have to work especially hard on your delivery style and your choice of words if your audience is made up entirely of the opposite sex.
- How do audience members rank within their organization? In relation to your position? This is an especially important question when addressing members of a hierarchical organization like a corporation, university, board of directors, or committee. If you are addressing a group of your superiors, you may need to work on building your confidence. But if you are speaking to people in lower ranks, you may have to guard against sounding condescending or arrogant.

- Why are people attending your presentation? Are they captives, socially or financially motivated, committed, or pragmatists?
- How familiar are audience members with your topic? If your subject is computer applications for the garden center and nursery trades, for example, it would be helpful to know what percentage of your audience uses computers already and at what level of sophistication. You would start from a different point of view for a group of novices than you would for a group in which 90 percent of the nursery managers used computers for inventory and irrigation control, pesticide applications, and invoicing.
- What is the level of education of audience members? Your delivery will be markedly different for an audience made up of MBAs or PHS than for an audience made up of artists, engineers, or people who have only completed high school.
- What kind of reaction to your message can you expect? Upon hearing your announcement of downsizing plans, an audience whose jobs are secure will have a reaction dramatically different from one whose jobs are at risk. Residents at a town meeting are likely to react more enthusiastically to a presentation on plans to build a recreation center for their children than they are to one on plans to build a quarry.

The more you know about your audience's value systems, beliefs, experiences, and needs, along with demographic factors like age, economic status, education, and age, the better able you will be to construct a successful presentation.

## **2. Say if the following statements are true or false:**

- You should analyze the audience in terms of demographics, level of knowledge, and psychological needs.
- The larger your audience, the more informal your presentation will be.
- When presenting to small groups, your options in terms of visual aids decrease.
- If your audience is familiar with your topic it is not necessary to use extensive visual aids and many examples.
- The audience's psychological needs won't affect your presentation.

## UNIT 3

### INTRODUCTION



1. **Read the following. Say what does a good presentation have?**

Presentations and reports are ways of communicating ideas and information to a group. But unlike a report, a presentation carries the speaker's personality better and allows immediate interaction between all the participants. A good presentation has:

1. **Content** - It contains information that people need. But unlike reports, which are read at the reader's own pace, presentations must account for how much information the audience can absorb in one sitting.
2. **Structure** - It has a logical beginning, middle, and end. It must be sequenced and paced so that the audience can understand it. Where as reports have appendices and footnotes to guide the reader, the speaker must be careful not to loose the audience when wandering from the main point of the presentation.
3. **Packaging** - It must be well prepared. A report can be reread and portions skipped over, but with a presentation, the audience is at the mercy of a presenter.
4. **Human Element** - A good presentation will be remembered much more than a good report because it has a person attached to it. But you still need to analyze if the audience's needs would not be better met if a report was sent instead.

**2. Fill in the missing words in the text below. Choose from the following.**

a) managers b) remainder c) research d) provide e) detail f) software g) audience h) hit i) presentation j) k) talk l) impressed m) message

Key message

Your ...(1) must have a key message. Leave your ...(2) in absolutely no doubt what you came to tell them. You should ...(3) your key message within the first 15 seconds of starting your talk. Research shows that if you don't do this you risk losing the attention of your audience.

Writing your key message should be the most time consuming and difficult part of preparing your ...(4).

Your key...(5) should contain:

The main action or change in behavior you want your audience to take as a result of listening to you.

Reference to the audience

Reference to an example that you'll elaborate on.

A good key message might be:

Since you are all marketing managers, I'm convinced that by the end of this morning's talk you'll be absolutely determined to use our new marketing ...(6) that allows you to gain access to research reports in a flash. In fact I'm sure you'll be so ...(7) you'll be wanting a copy in the next 30 minutes.

As you can see this message says:

WHO it is for - marketing ...(8)

WHAT they will do - use the new software

WHY they will do it - to gain access to ...(9)

WHEN they will do it - in the next 30 minutes

This message is also just 55 words long, which means you can say it in 18 seconds. Indeed, if no one wishes to listen to you after those opening 20 seconds they will still have understood what you have come to tell them. The ...(10) of your talk would just be the... (11) - but your message will have ...(12) home without it.



**2. Read the following text. Work with your partner. Ask and be ready to answer the questions according to the good methods for improving your voice.**

## **THE VOICE**

The voice is probably the most valuable tool of the presenter. It carries most of the content that the audience takes away. One of the oddities of speech is that we can easily tell others what is wrong with their voice, e.g. too fast, too high, too soft, etc., but we have trouble listening to and changing our own voices.

There are four main terms used for defining vocal qualities:

1. **Volume:** How loud the sound is. The goal is to be heard without shouting. Good speakers lower their voice to draw the audience in, and raise it to make a point.
2. **Tone:** The characteristics of a sound. An airplane has a different sound than leaves being rustled by the wind. A voice that carries fear can frighten the audience, while a voice that carries laughter can get the audience to smile.
3. **Pitch:** How high or low a note is. Pee Wee Herman has a high voice; Barbara Walters has a moderate voice, while James Earl Jones has a low voice.
4. **Pace:** This is how long a sound lasts. Talking too fast causes the words and syllables to be short, while talking slowly lengthens them. Varying the pace helps to maintain the audience's interest.
5. **Color:** Both projection and tone variance can be practiced by taking the line "This new policy is going to be exciting" and saying it first with surprise, then with irony, then with grief, and finally with anger. The key is to *over-act*. Remember Shakespeare's words "*All the world's a stage*" -- presentations are the opening night on Broadway!

There are two good methods for improving your voice:

1. Listen to it! Practice listening to your voice while at home, driving, walking, etc. Then when you are at work or with company, monitor your voice to see if you are using it how you want to.
2. To really listen to your voice, cup your right hand around your right ear and gently pull the ear forward. Next, cup your left hand around your mouth and direct the sound straight into your ear. This helps you to really hear your voice as others hear it...and it might be completely different from the voice you thought it was! Now practice moderating your voice.

### **3. Read the Text and answer the following questions given below:**

#### **THE BODY**

Your body communicates different impressions to the audience. People not only listen to you, they also watch you. Slouching tells them you are indifferent or you do not care...even though you might care a great deal! On the other hand, displaying good posture tells your audience that you know what you are doing and you care deeply about it. Also, a good posture helps you to speak more clearly and effectively.

Throughout your presentation, display:

1. **Eye contact:** This helps to regulate the flow of communication. It signals interest in others and increases the speaker's credibility. Speakers who make eye contact open the flow of communication and convey interest, concern, warmth, and credibility.
2. **Facial Expressions:** Smiling is a powerful cue that transmits happiness, friendliness, warmth, and liking. So, if you smile frequently you will be perceived as more likable, friendly, warm, and approachable. Smiling is often contagious and others will react favorably. They will be more comfortable around you and will want to listen to you more.
3. **Gestures:** If you fail to gesture while speaking, you may be perceived as boring and stiff. A lively speaking style captures attention, makes the material more interesting, and facilitates understanding.

4. **Posture and body orientation:** You communicate numerous messages by the way you talk and move. Standing erect and leaning forward communicates that you are approachable, receptive, and friendly. Interpersonal closeness results when you and your audience face each other. Speaking with your back turned or looking at the floor or ceiling should be avoided as it communicates disinterest.
5. **Proximity:** Cultural norms dictate a comfortable distance for interaction with others. You should look for signals of discomfort caused by invading other's space. Some of these are: rocking, leg swinging, tapping, and gaze aversion. Typically, in large rooms, space invasion is not a problem. In most instances there is too much distance. To counteract this, move around the room to increase interaction with your audience. Increasing the proximity enables you to make better eye contact and increases the opportunities for others to speak.
6. **Voice.** One of the major criticisms of speakers is that they speak in a monotone voice. Listeners perceive this type of speaker as boring and dull. People report that they learn less and lose interest more quickly when listening to those who have not learned to modulate their voices.

#### **4. Answer the following questions:**

1. What different impressions does your body communicate to the audience?
2. What helps to regulate the flow of communication?
3. Smiling is a powerful cue that transmits happiness, friendliness, warmth, and liking isn't it? Prove.
4. What does lively speaking style capture?
5. What kind of numerous messages do you communicate by the way you talk and move?
6. Who do cultural norms dictate a comfortable distance for interaction with?
7. What type of speaker do listeners perceive as boring and dull?

## **UNIT 4**

### **ACTIVE LISTENING**

**1. Mark these statements true (T) or F (false) according to the text. Find the part of the text that gives the correct information.**

1. Good speakers not only inform their audience, they also listen to them.
2. Active listening occurs when the receiver has little motivation to listen carefully.
3. Answer questions with questions.
4. Let the other speaker talk. Do not dominate the conversation.
5. Part of the listening process is getting feedback by changing and altering the message so the intention of the original communicator is understood by the second communicator.
6. **Interpretive:** Makes a judgment about the worth, goodness, or appropriateness of the other person's statement.

Good speakers not only inform their audience, they also listen to them. By listening, you know if they understand the information and if the information is important to them. **Active listening** is NOT the same as hearing! Hearing is the first part and consists of the perception of sound.

Listening, the second part, involves an attachment of meaning to the aural symbols that are perceived. Passive listening occurs when the receiver has little motivation to listen carefully. Active listening with a purpose is used to gain information, to determine how another person feels, and to understand others. Some good traits of effective listeners are:

1. Spend more time listening than talking (but of course, as a presenter, you will be doing most of the talking).
2. Do not finish the sentence of others.
3. Do not answer questions with questions.
4. Aware of biases. We all have them. We need to control them.
5. Never daydream or become preoccupied with their thoughts when others talk.
6. Let the other speaker talk. Do not dominate the conversation.

7. Plan responses after others have finished speaking...NOT while they are speaking. Their full concentration is on what others are saying, not on what they are going to respond with.
8. Provide feedback but do not interrupt incessantly.
9. Analyze by looking at all the relevant factors and asking open-ended questions. Walk the person through analysis (summarize).
10. Keep the conversation on what the speaker says...NOT on what interest them.

Listening can be one of our most **powerful communication** tools! Be sure to use it!

Part of the listening process is getting feedback by changing and altering the message so the intention of the original communicator is understood by the second communicator. This is done by paraphrasing the words of the sender and restating the sender's feelings or ideas in your own words, rather than repeating their words. Your words should be saying, "This is what I understand your feelings to be, am I correct?" It not only includes verbal responses, but also nonverbal ones. Nodding your head or squeezing their hand to show agreement, dipping your eyebrows to show you don't quite understand the meaning of their last phrase, or sucking air in deeply and blowing out hard shows that you are also exasperated with the situation.

Carl Roger listed five main categories of feedback. They are listed in the order in which they occur most frequently in daily conversations (notice that we make judgments more often than we try to understand):

1. **Evaluative:** Makes a judgment about the worth, goodness, or appropriateness of the other person's statement.
2. **Interpretive:** Paraphrasing - attempt to explain what the other persons statement mean.
3. **Supportive:** Attempt to assist or bolster the other communicator
4. **Probing:** Attempt to gain additional information, continue the discussion, or clarify a point.
5. **Understanding:** Attempt to discover completely what the other communicator means by her statements.

## UNIT 5

## HABITS

### 1. Fill in the missing words in the text below. Choose from the following.

*a) message b) project c) speaker's d) talk e) "Uh" f) habits g) audience h) pockets i) agreement j) feedback k) presentation l) practicing*

We all have a few ..(1) and some are more annoying than others. For example, if we say "uh," "you know," or put our hands in our ..(2) and jingle our keys too often during a ..(3), it distracts from the ..(4) we are trying to get across.

The best way to break one of these distracting habits is with immediate.(5) . This can be done with a small group of coworkers, family, or friends. Take turns giving small off-the-cuff talks about your favorite hobby, work (6) , first work assignment, etc. The talk should last about five minutes. During a ...(7) first talk, the audience should listen and watch for annoying habits.

After the presentation, the (8)... should agree on the worst two or three habits that take the most away from the presentation. After ....(9), each audience member should write these habits on an 8 1/2" x 11" sheet of paper (such as the word .... (10)). Use a magic marker and write in BIG letters.

The next time the person gives her or his ....(11), each audience member should wave the corresponding sign in the air whenever they hear or see the annoying habit. For most people, this method will break a habit by ...(12) at least once a day for one to two weeks.

**Work with a partner. Ask each other about habits that you have. Say what helps you to break them?**

### 2. Read the text and do the task given below:

## NERVES

The main enemy of a presenter is tension, which ruins the voice, posture, and spontaneity. The voice becomes higher as the throat tenses. Shoulders tighten up and

limit flexibility while the legs start to shake and cause unsteadiness. The presentation becomes "canned" as the speaker locks in on the notes and starts to read directly from them.

First, **do not fight nerves, welcome them!** Then you can get on with the presentation instead of focusing in on being nervous. Actors recognize the value of nerves...they add to the value of the performance. This is because adrenaline starts to kick in. It's a left over from our ancestors' "fight or flight" syndrome. If you welcome nerves, then the presentation becomes a challenge and you become better. If you let your nerves take over, then you go into the flight mode by withdrawing from the audience. Again, welcome your nerves, recognize them, let them help you gain that needed edge! Do not go into the flight mode! When you feel tension or anxiety, remember that everyone gets them, but the winners use them to their advantage, while the losers get overwhelmed by them.

Tension can be reduced by performing some relaxation exercises. Listed below is a couple to get you started?

Before the presentation: Lie on the floor. Your back should be flat on the floor. Pull your feet towards you so that your knees are up in the air. Relax. Close your eyes. Feel your back spreading out and supporting your weight. Feel your neck lengthening. Work your way through your body, relaxing one section at a time - your toes, feet, legs, torso, etc. When finished, stand up slowly and try to maintain the relaxed feeling in a standing position.

If you cannot lie down: Stand with your feet about 6 inches apart, arms hanging by your sides, and fingers unclenched. Gently shake each part of your body, starting with your hands, then arms, shoulders, torso, and legs. Concentrate on shaking out the tension. Then slowly rotate your shoulders forwards and the backwards. Move on to your head. Rotate it slowly clockwise, and then counter-clockwise.

Mental Visualization: Before the presentation, visualize the room, audience, and you giving the presentation. Mentally go over what you are going to do from the moment you start to the end of the presentation.

During the presentation: Take a moment to yourself by getting a drink of water,



take a deep breath, concentrate on relaxing the most tense part of your body, and then return to the presentation saying to yourself, "**I can do it!**"

1. You do NOT need to get rid of anxiety and tension! Channel the energy into concentration and expressiveness.

2. Know that anxiety and tension is not as noticeable to the audience as it is to you. Know that even the best presenters make mistakes. The key is to continue on after the mistake. If you pick up and continue, so will the audience. Winners continue! Losers stop!

Never drink alcohol to reduce tension! It affects not only your coordination but also your awareness of coordination. You might not realize it, but your audience will!

*Your friend is going to report to a Board and is nervous a lot. What kind of advise will you give to him or her?*

## UNIT 6 VISUAL AIDS

*You've got to see it to believe it.*

*--Anonymous*

**1. While reading the text pay attention to the following words and give their Ukrainian equivalents:**



***Sense of sight, charts, grasp of earnings or losses, flip chart, participants, pie charts, bar graphs.***

Did you know that most humans absorb more than 80 percent of what they learn through the sense of sight? That means if you show something to people, they are far more likely to remember it, at least for a while, than if you tell something to them. Show and tell at the same time and your audience will remember even more.

Geris E. H. McArdle, Ph.D., who wrote *Delivering Effective Training Sessions* and has been a consultant to Fortune 500 companies, says that adding visuals like graphs, charts, maps, or photos to a presentation increases the amount of retained information by as much as 55 percent. For example, people who have attended a show and tell presentation will retain about 65 percent of the information after three days, compared to about 10 percent retention for audiences who have simply heard the information.

A study done by the Wharton School of Business showed that the use of visuals reduced meeting times by as much as 28 percent. Another study found that audiences believe presenters who use visuals are more professional and credible than presenters who merely speak. And still other research indicates that meetings and presentations reinforced with visuals help participants reach decisions and consensus in less time. That's a pretty good case for using visuals!

Nearly any kind of presentation will benefit from some form of visual aid. Shareholders will have a better grasp of earnings or losses when presented with pie charts or bar graphs to show them where the money went. Clients of an advertising agency will have a better understanding of what a new advertising campaign will look and sound like when they are presented with story boards for TV commercials and slides of magazine ads. New hires will catch on to customer relations policies through role-model performances on video. Gardeners will learn how to propagate plants from cuttings when they actually have the plant material in their hands. A prospective customer is more likely to understand your product, and feel the need to buy it, if he or she can see it or touch it. And a message like "sell" or "service" or "quality" takes on greater meaning when it's projected on a screen or printed on a flip chart.

**1. Fill in the missing word in the text below:**

*Darkened, transparency, diagram, slide, blackboard, confusion, video, appear, typeface, OHPs, signals, guideline, operate, type, avoid, lighting, projection,*

Visual aids significantly improve the interest of a presentation. However, they must be relevant to what you want to say. A careless design or use of a ..... can simply get in the way of the presentation. What you use depends on the ..... of talk you are giving. Here are some possibilities:

- Overhead projection transparencies (OHPs)
- 35mm slides
- Computer ..... (Powerpoint, applications such as Excel, etc)
- ....., and film,
- Real objects - either handled from the speaker's bench or passed around
- Flip~chart or ..... - possibly used as a 'scratch-pad' to expand on a point

Keep it simple though - a complex set of hardware can result in ..... for speaker and audience. Make sure you know in advance how to ..... the equipment and also when you want particular displays to\_..... . Sometimes a technician will operate the equipment. Arrange beforehand, what is to happen and when and what ..... you will use. Edit your slides as carefully as your talk - if a slide is superfluous then leave it out. If you need to use a slide twice, duplicate it. And always check your slides - for typographical errors, consistency of fonts and layout.

Slides and ..... should contain the minimum information necessary. To do otherwise risks making the slide unreadable or will divert your audience's attention so that they spend time reading the slide rather than listening to you.

Try to limit words per slide to a maximum of 10. Use a reasonable size font and a ..... which will enlarge well. Typically use a minimum 18pt Times Roman on OHPs, and preferably larger. A ..... is: if you can read the OHP from a distance of 2 metres (without projection) then it's probably OK .

Avoid using a ..... prepared for a technical report in your talk. It will be too detailed and difficult to read.

Use color on your slides but ..... orange and yellow which do not show up very well when projected. For text only, white or yellow on blue is pleasant to look at and easy to read. Books on presentation techniques often have quite detailed advice on the design of slides. If possible consult an expert such as the Audio Visual Centre.

Avoid adding to OHPs with a pen during the talk - it's messy and the audience will be fascinated by your shaking hand! On this point, this is another good reason for pointing to the screen when explaining a slide rather than pointing to the OHP .....

Room ..... should be considered. Too much light near the screen will make it difficult to see the detail. On the other hand, a completely ..... room can send the audience to sleep. Try to avoid having to keep switching lights on and off, but if you do have to do this, know where the light switches are and how to use them.

## UNIT 7

### PRESENTATION SKILLS

1. Plan the structure and format of your presentation

(a) Clarify the aim

- What is the aim (i.e. the exact purpose) of the presentation?
- If you are woolly about the aim, your presentation won't be clear
- Spend time establishing the aim
- What do you need to cover to ensure you fulfill the aim

(b) What do you know about the audience?

- Who are you presenting to?
- Analyze your audience and target your presentation to their knowledge and understanding.

(c) What do you need to cover to ensure you fulfill the aim?

- Ensure that what you are going to say is appropriate to both the aim and the audience
- Prioritize your material.
- You don't have to say everything.

(d) How much time do you have?

- Don't go over the allotted time and remember to allow time at the end for questions

(e) Venue and equipment

- Where will you be presenting?
- What audio-visual equipment will you require and what is available?
- Check the venue and equipment in advance, if possible.
- If not, then allow yourself enough time on the day to have a look at the set-up.

## 2. Plan the content

(a) Beginning

- Introduce yourself and the others who are doing the presentation
- Explain and put up the main points you will cover (e.g. as bullet-points)

(b) Middle

- Go through your points logically and in sequence
- Summarize (give sign-posts) as you go along

(c) End

- You could use your original introductory summary of main points to summarize
- Give a conclusion

## 3. Questions

- Plan for questions; don't be taken by surprise.
- Be prepared to clarify if someone interrupts during the presentation.
- Ask for them if none is forthcoming
- If you don't understand a question, ask for clarification
- Don't be afraid to admit you don't know
- Tell them you'll find out and get back to them
- Get back to them!

#### 4. Visual Aids

- Whatever you use, whether it is OHP or computer presentation, keep it simple and clear.
- Visual aids should add to the impact of your presentation.
- Learn to use a software package like Powerpoint that is specifically designed to produce presentation material (this is useful to produce slides - i.e. even if you are not using a computer presentation on the day).
- Bullet points are most effective – keep to a large font size
- Use 18 – 24 point font size, with up to 32 point for titles
- Choose a clear font style (experiment!)
- Keep diagrams and figures large and simple.
- Where possible, use colour to differentiate elements
- Label graphics, graphs and figures clearly

#### 5. Notes

- You may want to use both notes and the prompts given by your slides etc.
- Prepare a handout to circulate to the audience.
- If you use notes, make them easy to read.
- Use brief notes as an “aide-memoire”. Don't read out the text word for word!

- Number the pages and clip them together.
- Don't fiddle with your notes whilst presenting!

## 6. Presenting

- Vary the tone of your voice and the pace at which you speak (though better slower than too fast).
- Be careful of little verbal tics e.g. "um", "er", and "you know".
- Make eye contact with your audience, not the floor, your notes or the OHP.
- Use pauses. It gives you thinking time and the audience time to reflect.

## 7. Before the day

- Check that you have everything you need sufficiently far in advance of the presentation to allow you time to deal with any unforeseen mishaps e.g. mislaid slides or notes.
- PRACTICE your presentation
- Ask you colleagues/peers to be a mock audience
- Ask them to give honest, constructive feed-back
- Revise bits that don't work e.g. add an extra background/explanatory slide
- Practice it again...and again
- And ENJOY yourself!

GOOD LUCK!

## **How Effective Are My Presentation Skills?**

**2. Answer the following questions with a simple yes or no to determine whether your presentation and communication skills work for you or against you.**

a). I bring information to others in a way that is easy to grasp, succinct and action oriented. I know this because there rarely is any confusion on anything I have shared.

- True

- False

b). I know how my audience processes information.

- True

- False

c). My written communication is quick, to the point, and focused on the reader.

- True

- False

d). I quickly translate what another person is saying so I can take immediate action.

- True

- False

e). I know how to capture my audience and draw them into my presentation.

- True

- False

f). When I present people are able to immediately go back and take action on what I have shared.

- True

- False

g). I understand which visuals to use in my presentation for maximum effect.

- True

- False

h). I always look at how I can drive sales, make life easier on others and take complete ownership on all of my projects.

- True

- False

i). I positively influence others.

- True

- False

j). I consistently handle client disagreements in a proactive manner reducing our cost and enhancing my relationships with others.

- True
- False

**If you answered Yes to 9-10 of these:**

You communicate in a succinct and coherent manner. Yea! You are doing a great job in connecting with others in a way that is compelling to them. Continually work on sharpening those tools so you are always looking at things from the clients' perspective. If you find it hard to educate others on these skills then the Outcome Focus Presentation Experience can help you do just that!

**If you answered Yes to 7-8 of these:**

You communicate in a succinct and coherent manner. Yea! You are doing a great job in connecting with others in a way that is compelling to them. Continually work on sharpening those tools so you are always looking at things from the clients' perspective. If you find it hard to educate others on these skills then the Outcome Focus Presentation Experience can help you do just that!

**If you answered 6 or less of the above:**

Then you need to immediately take action and plan to attend an Outcome Focus Presentation Experience so you can change how you present and connect with others. For some reason your greatness is being blocked and you want to open the doors to release it. Your current communication is one that most likely confuses others, lacks focus, and stops people from really hearing what you are trying to say. Ask us how we can help you think so you speak in a way that is congruent to your corporate message, makes others feel good, and get results.



## UNIT 8

### MAKING THE PRESENTATION

● **1. While reading the text pay attention to the following words and give their Ukrainian equivalents:**

● *under-run, over-run, overhead transparency, powerpoint slide, get bored, switch the display off, explicitly told, session chairman, escape.*

Greet the audience (for example, 'Good morning, ladies and gentlemen'), and tell them who you are. Good presentations then follow this formula:

- tell the audience what you are going to tell them,
- then tell them,
- at the end tell them what you have told them.

Keep to the time allowed. If you can, keep it short. It's better to under-run than over-run. As a rule of thumb, allow 2 minutes for each *general* overhead transparency or Powerpoint slide you use, but longer for any that you want to use for developing specific points. 35mm slides are generally used more sparingly and stay on the screen longer. However, the audience will get bored with something on the screen for more than 5 minutes, especially if you are not actively talking about it. So switch the display off, or replace the slide with some form of 'wallpaper' such as a company logo.

Stick to the plan for the presentation, don't be tempted to digress - you will eat up time and could end up in a dead-end with no escape!

Unless explicitly told not to, leave time for discussion - 5 minutes is sufficient to allow clarification of points. The session chairman may extend this if the questioning becomes interesting.

At the end of your presentation ask if there are any questions - avoid being terse when you do this as the audience may find it intimidating (i.e. it may come across as *any questions? - if there are, it shows you were not paying attention*). If questions are slow in coming, you can start things off by asking a question of the audience - so have one prepared.

**2. Answer the following questions:**

1. Which formula should we follow for good presentation?
2. What kind of visual aids does the speaker use during the presentation?
3. How must the speaker use these visual aids?
4. What must the speaker do with the questions after the presentation?

## UNIT 9

### QUESTIONS

#### 1. Read the text and choose the right variant.

- Keep cool if a questioner disagrees/agrees with you. You are a professional! No matter how hard you try, not everyone in the world will agree with you!

Although some people get a perverse pleasure from putting others on the spot, and some try to look good in front of the boss, most people ask questions from a genuine interest. Questions do not mean you did not explain the topic well/bad enough, but that their interest is deeper than the average audience.

Always allow time at the end/at the very beginning of the presentation for questions. After inviting questions, do not rush ahead if no one asks a question. Pause for about 6 seconds to allow the audience to gather their thoughts/to go out. When a question is asked, repeat the question to ensure that everyone heard it (and that you heard it correctly). When answering, direct your remarks to the entire audience. That way, you keep everyone focused/relaxed, not just the questioner. To reinforce your presentation, try to relate the question back to the main points.

Make sure you listen to the question/answers being asked. If you do not understand it, ask them to clarify. Pause to think about the question as the answer you give may be correct, but ignore the main issue. If you do not know the answer, be honest, do not waffle. Tell them you will get back to them...and make sure you do!

Answers that last 10 to 40 seconds work best. If they are too short/long, they seem abrupt; while longer answers appear too elaborate. Also, be sure to keep on track. Do not let off-the-wall questions sidetrack you into areas that are not relevant to the presentation.

If someone takes issue with something you said, try to find a way to agree with part of their argument. For example, "Yes, I understand your position..." or "I'm glad you raised/closed that point, but..." The idea is to praise their point and agree with them. Audiences sometimes tend to think of "us verses you." You do not want to risk alienating them.

## UNIT 10

### **Read the Text and answer the questions.**

A presentation is ANY TIME you try to get your thoughts, opinions, or ideas across to other people. This can be a meeting, a five-minute chat, a quick question, or a phone conversation.

If you ever have people misinterpret what you say, not take action when you thought you were explicit on what they should do, or have other people take credit for your ideas, then you are not getting your message across and you do need to work on how to manage your communication.

A great presentation actually MOVES the audience to a different spot than they were emotionally and logically before you started speaking. This means you have to learn how to manage all four aspects of a presentation- how people see you, how they hear you, how you say your message and how you deliver your message.

You should take into account:

- A new way of thinking so you can build better presentations.
- How to read your audience's body language so you know what they are thinking but not saying.
- How your physical image impacts how people listen to what you say.
- How to manage all the communication styles in the room so each person hears the same thing.

**1. What types of positions will benefit from developing good presentation skills?  
Complete the spaces with the appropriate word giving below.**

1. Executive Management

2. Sales

3. Project Manager

4. Marketing

5. Manager

6. Financial Field

7. IT

2. Make up special questions to the words in the bold type.

\_\_\_\_\_- You cannot expect to lead if you cannot clearly **state your message** and compel people to follow that vision. As a leader you need people to have trust, accountability, and respect. You need to know that what you communicate to the media, the board, the managers and the front line, all aligns with your vision and mission. Consistency is key here when communicating as well as the ability to think and speak on your feet. You should know how to make your message strong, clear, and consistent from your voice and words to your body language.

\_\_\_\_\_- This day and age you don't have time to slowly build up to the sale yet you also have the conflict that customers have a lot of knowledge and hate to be sold. So you have to get them to quickly open up to, **handle their objections**, and talk about what is important to them. Good presentation skills will help you listen to the customer better and address their direct needs. Learn how to make that connection in a compelling fashion so people see you as authentic and sincere not "salesy."

\_\_\_\_\_- As a project manager you are in charge with the scope of a project. This often means that you have to present to senior management on how a project is going or if you even think the project can be done the way they want it done. You may be tasked with working with people that don't directly report to you so you have to motivate them to want to work with you. You may also be a contractor so people can see you as the outsider and you need to be able **to raise their trust, respect, and accountability** when

you don't have the "manager" title behind you. You should know how to present your technical information so people **open up to you**.

\_\_\_\_\_ - In marketing it is all about the message you create. Many people in marketing have a lot of creativity that can sometimes make their presentation too complicated to follow. So how do you simply get your message across and make it easy to follow? How do you make sure that your marketing materials are compelling so that the sales people use them all the time? How do you create a presentation that your sales team will love to use rather than one they roll their eyes at? Learn how to create a compelling message.

\_\_\_\_\_ - As a manager you have to listen to what your employees needs are, motivate them to work better, coach them on what they need to change, and communicate the company message in a way your team can grasp and run with it. You can often feel like you are in a dance between upper management and your employees' needs. You can run in to turf wars between departments and individuals. This can often be one of the most grueling and yet rewarding jobs. You have to be able to get your stuff done in about 30% of the time so that 70% of the time is open for your team. It is all about presenting things so you achieve the balance and control necessary **to drive your area forward**. It is about creating a team atmosphere.

\_\_\_\_\_ - So often in finance you are called upon to **go over facts and figures** or to share why something is off financially. This tends to lead to presentations that can feel boring and too technical. We will show you how to present your facts and figures so people can quickly grasp them and move to action. You will learn how to challenge people without being seen as the person who always says "no."

\_\_\_\_\_ -The IT world is filled with numbers, tests, project analysis and other data that many people do not understand. Often people cannot understand why the network fails or why projects take so long. This leaves you on the defense to explain what you are doing and why most of the time they won't follow your technical information, so they leave frustrated with you. You need to be able to speak clearly, distinctly, and relate what you are saying to something they can grasp. You need them to respect your judgment and realize that you are trying **to get the project done in a timely manner** and done correctly.

## UNIT 11

### PERSONAL PRESENTATION

#### **1. Read the information and insert the right preposition if necessary. Say how you present yourself while doing the presentation?**

A few points about how I actually present myself while doing the presentation:

- I put my phone on/in vibrate and put it in/into my bag. I also take my keys out/from of my pocket to eliminate rattling and an option of something to fiddle with.
- I put my bag off/out in a corner so as not to trip over/after it or add on-stage clutter.
- Clothing choices are *one* step above/below the audience I'm presenting to, although I always try to ensure I'm presenting wearing my wildly comfortable Nike AirMax 360 sneakers. I also dress as much for what everyone else in/on the room is wearing as for what they expect I'll be wearing. If they expect to see a "Web guy", then a sports coat might not work. If they expect to see a strategist rich with/out corporate experience, the sneakers might not play well.
- I do my best to never put my hands in/into my pockets. To the audience you look uninterested and amateurish. Same goes for/from crossing your arms.
- After I'm done setting up/over, I find "the spot" that place where I can stand and feel the most comfortable and where the audience can best see me. I like to walk around/across, walk up/down to people asking questions, so I'll pretend I'm doing just that (covertly) to make sure there's no hidden cable on/in the floor.

#### **2. Read the information and insert the article if necessary.**

The material of your presentation should be concise, to the point and tell ... interesting story. In addition to the obvious things like ... content and visual aids, the following are just as important as ... audience will be subconsciously taking them in:

**Your voice** - *how* you say it is as important as *what* you say

Speak ... clearly. Don't shout or whisper - judge the acoustics of the room.

Don't rush, or talk deliberately slowly. Be natural - although not conversational.

Deliberately pause at ... key points - this has the effect of emphasizing the importance of ... particular point you are making.

Avoid jokes - always disastrous unless you are ... natural expert.

To make ... presentation interesting, change your delivery, but not to obviously, eg:

- speed
- pitch of voice

### **3. Read the following. Use the right form of the verb in brackets.**

**Body language** - a subject in its own right and something about which much has been written and (say). In essence, your body movements (express) what your attitudes and thoughts *really* (be).

Here (be) the 3 biggest body language presentation pitfalls, and what you can do (avoid) them:

#### **Eye contact.**

Sharing eye contact around the room (be) one of the best presentation delivery skills you can have. Meeting people's eyes is crucial for maintaining audience interest. As an audience member we (feel) that you (talk) actually to us - rather than talking to the PowerPoint screen or to the table.

So, what (prevent) you from maintaining eye contact with everyone? Well one of the reasons could (be) the Sympathy Nodder - the only person in the room who (nod and (pay) you attention. When you're presenting you usually (gravitate) towards attention and recognition. Even if you suspect someone (nod) sympathy, you probably (not care). You will choose the Sympathy Nodder over the guy making a pen pyramid any day.

So you (direct) your attention almost solely to that one person. This (mean) that you have alienated the audience in favour of the Sympathy Nodder, who is probably concentrating more on nodding than listening.

In the name of research from the audience side, (try) the Sympathy Nod Experiment during your next boardroom presentation. Look the presenter dead in the eye and nod a couple of times. Repeat about 5 times per minute, or whenever they (look) at

you. You will undoubtedly find the presenter (draw) their attention towards you, almost as if you (be) the only person in the room.

A cruel experiment perhaps, but one which (prove) to you that as a presenter you must resist the one person who (seem) to be giving you the attention and (maximize) your eye contact with everyone.

**4. Read and translate the following. Comment on the use of the tenses in it.**

### **HAND POSITION**

One of the greatest problems you might have knows what to do with your hands. Quite strange really given that you never have to worry what to do with your hands when you are chatting to friends. Suddenly they become a big issue when presenting.

You have two options. You can spend thousands getting personal coaching and practicing 20+ hand gestures, such as the 'chop', the 'opera singer' or the 'sweep', until they seem natural. Or you can hold a pen, with one or two hands. This sounds very simple, but it does the job, keeping your hands steady, professional and relaxed. With the money you save on personal coaching, you can buy yourself a better pen.

**Appearance** - first impressions influence the audience's attitudes to you. Dress appropriately for the occasion.

### **UNIT 12**

**Work with a partner. Ask and answer the questions about these steps of the presentations.**

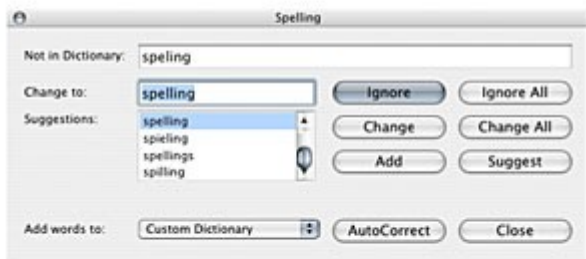


## BE CAREFUL WITH SOUND AND VIDEO



Audio and visual effects, particularly video, can slow down and even crash the computer during the presentation

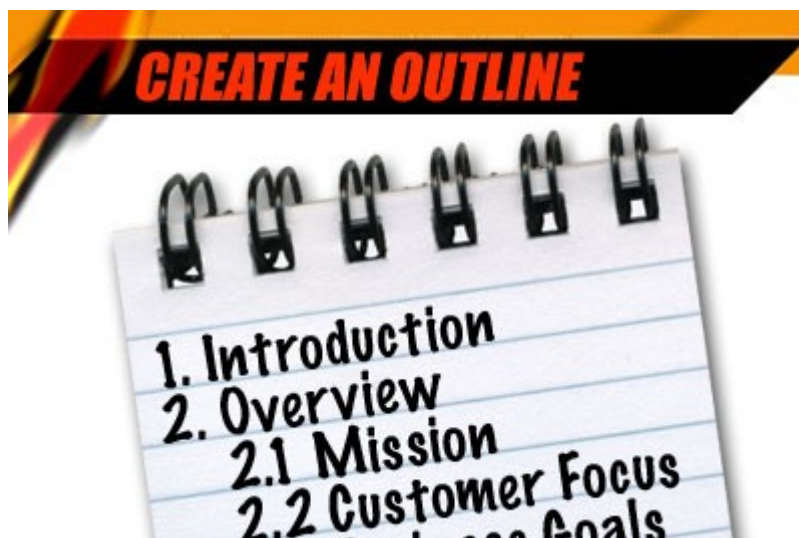
## DOUBLE CHECK YOUR GRAMMAR AND SPELLING



Nothing is more of a turnoff than a typo. All the graphics in the world can't make up for a lack of proofreading.

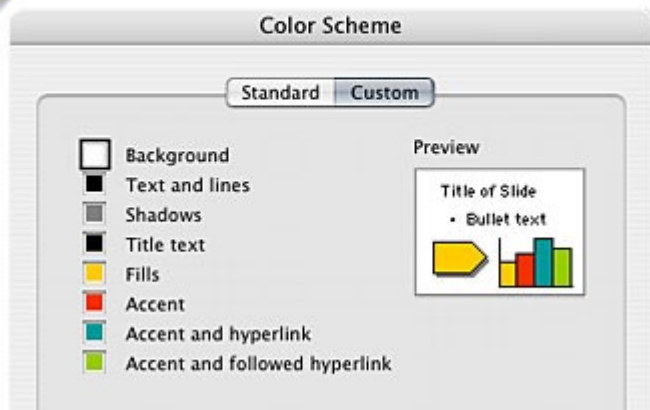


These tips are to be used only in cases where a PowerPoint is called for -- only use PowerPoint when it's appropriate.



Make a list of topics you need to address and rank them into primary and secondary importance.

## CHOOSE YOUR COLORS WISELY



Using color can help convey meanings, make phrases stand out, and influence attitudes.

## USE BULLET POINTS

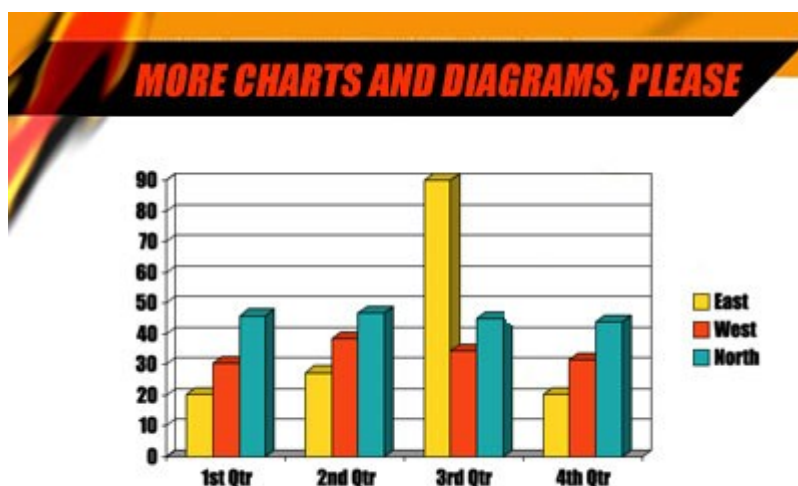
### Overview

- ✓ **Mission:** Provide 24-hour technical support to our clients
- ✓ **Customer Service:** Continually improve our company through customer feedback
- ✓ **Business Goals:** Increase our revenue by 30% this year

Aside from direct quotes, the audience shouldn't be reading whole paragraphs on a PowerPoint slide



Presentations often fail because speakers don't take them as seriously as traditional presentations. Practice as you would a regular speech.



Pictures speak volumes. That's why you want to sprinkle a variety of graphics into your presentation.

## UNIT 13

### THE TOP 12 PRESENTATION MISTAKES

#### **Mistake 1: Overlooking "Murphy"**

If it can go wrong, it will go wrong. This mistake basically means that you walk into the room where you're going to present and something is wrong. LeRoux tells a story about a multimillion-dollar sales presentation to which "Murphy" paid a visit - in the form of missing curtains and a boardroom window overlooking a huge pool surrounded by bikini-clad swimmers (you can guess what the attendees looked at instead of the presenter).

**Remedy:** Visit important presentation rooms at least a day in advance. If that's not possible, have someone take pictures from different angles and e-mail them to you.

#### **Mistake**

**2**

It's difficult to read the subtitles of a foreign movie and follow the action. When sellers stand at a distance from the screen, they create a similar problem. You probably won't build rapport with someone whose focus is repeatedly divided.

**Remedy:** Stand next to the screen and present a united message.

#### **Mistake 3: Positioning Yourself Incorrectly**

Right-handed sellers usually stand with the screen to their right. This allows them to point

more easily. However, people read left to right. Salespeople are unable to capitalize on this fact when the screen is to their right.

**Remedy:** Position a screen, flip chart, or easel stand to your left. Then people will naturally start with their eyes on you and return to you after glancing at the screen.

#### **Mistake 4: Choosing the Wrong Screen Size and Position**

In most meeting rooms, screens are two to three times bigger than necessary. The bigger the screen, the more it overshadows the presenter. Recessed ceiling screens are typically centered. This provides nice room symmetry, but it also diminishes the seller.

**Remedy:** Bring a portable screen. For two to fifteen people, a 4-foot by 4-foot screen is fine. Place yourself in the room's center or key focal spot, and then angle the screen about 25 degrees toward yourself.

#### **Mistake 5: Seating Decision Makers in the Wrong Chairs**

In important sales presentations, seating arrangements matter. The first chair to the presenter's left is the best viewing point for a decision maker and the first chair to the presenter's right is the least desirable.

**Remedy:** Obviously, place the decision maker in the first chair to your left. Plant your feet firmly perpendicular to your group and be conscious that your body will continuously try to rotate toward the screen. Don't let it, or you'll give more eye contact to the non-decision makers.

#### **Mistake 6: Dimming the Lights**

Darkness induces drowsiness and mental wandering. Plus it eliminates the best part of a presentation - you.

**Remedy:** Keep the room lights on or dim them slightly. If multiple light switches are

available, turn the lights off directly above the screen. (Of course, since the lights are on, you will need to design slides that are visible at higher light levels.)

### **Mistake 7: Promoting the Screen**

Too many presenters feel that the information on the screen is the real "star." But the audience needs to see you as well—you pull them into the story unfolding on the screen and bring the message to life. As an American Indian proverb goes, "Move closer to the campfire, so I can see your words."

**Remedy:** Bring the lights up enough so that both you and your visuals are clearly seen.

### **Mistake 8: Playing with Pointers and Other Toys**

Anything you hold in your hands becomes a plaything with which you'll fidget. You might as well twirl a baton, since your hands gripping some object will distract people just as much.

**Remedy:** Keep your hands free to gesture by not holding a pointer, marker, or remote.

### **Mistake 9: Blocking the Screen**

Do not turn toward the visual and point with your right arm. This causes you to partially block the screen from viewers to your right.

**Remedy:** Point at the screen with your fingers together, palm down and parallel to the floor. Point to the screen with only your left arm, but when you gesture, use both arms.

### **Mistake 10: Holding Remotes or Clickers**

Remember, it's human nature to play with objects in your hands. If you're nervous, you'll speed up and change the slides faster than you should. Besides, holding a remote causes you to gesture less. You'll settle into the easier, boring role of a talking head instead of

selling your ideas with your upper body.

**Remedy:** Place your laptop or remote on the lectern or a table under the screen.

### **Mistake 11: Positioning the Lectern to the Side**

Usually, in high-dollar presentations, two items dominate the room—the screen and the lectern. Too many presenters place the lectern well away from the screen (causing the aforementioned split presentation), and then they hide behind the "box." To "take cover" defeats the whole idea of selling visually.

**Remedy:** Position the lectern, screen, and presenter together, so the presenter can interact closely with the screen and use the nearby lectern to hold content cue cards or the remote to change slides. If you're the presenter, stand in the center of the room or stage with the screen to the left and the lectern to the right.

### **Mistake 12: Reading Someone Else's Text Slides**

If you take over someone else's text-heavy presentation at the last minute, you face an uphill battle. By just reading the text slides, you'll put your audience to sleep.

**Remedy:** Use different words from what appears on the screen. Be very enthusiastic. That will help viewers overlook the boring slides.

**Imagine that your partner makes some presentation mistakes ; propose him or her to find the way out.**

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