

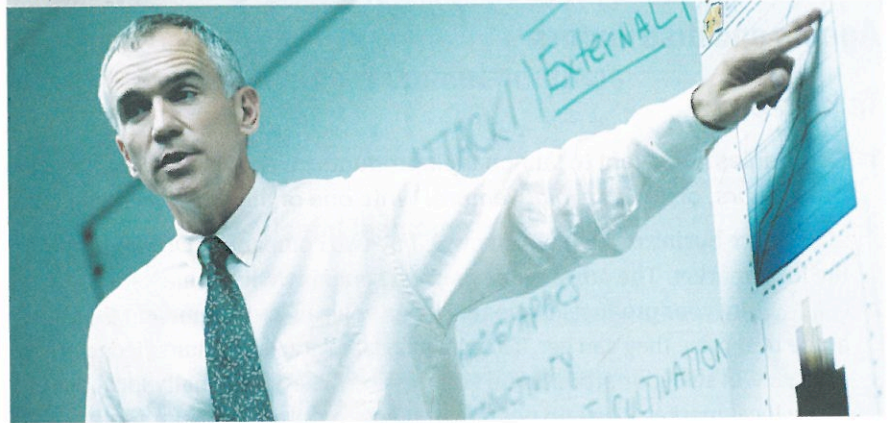


Presenting your business idea

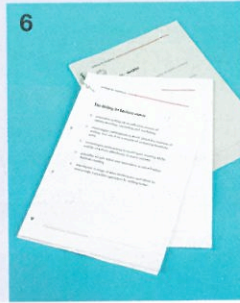
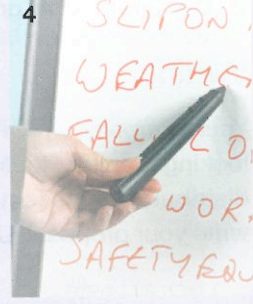
Getting started

- 1 Discuss the following in pairs.
 - 1 What is happening in the picture?
 - 2 Do you ever have to give presentations? What about?

- 2 Label the objects with the words from the box.



data projector
flipchart
handouts
laptop
pointer
remote control
samples of product
screen
speakers



Structuring a presentation

Talking point

When you give a business presentation, it is important that your presentation has a clear structure which your audience can follow easily. It is also important to repeat the important points several times.

In pairs, look at these stages in a typical presentation. Write the correct phrase (a–g) in each box on page 59.

- a Conclude and invite questions.
- b Give the main part of your talk.
- c Greet audience and thank them for coming. ✓
- d Introduce your talk.
- e Introduce yourself (and your colleague(s)).
- f Outline what you are going to say in your talk and suggest people leave their questions to the end.
- g Summarise the main points you have made.

- 1 Greet audience and thank them for coming.
- ▼
- 2
- ▼
- 3
- ▼
- 4
- ▼
- 5
- ▼
- 6
- ▼
- 7

- g So, finally, I'd like to finish off by saying that it's been a pleasure talking to you all and thank you for your patience and interest in listening to me. If you have any questions, please feel free to ask them now.
- h So, let me introduce myself: my name's ... and this is my partner, ...
- i Let's start with my first point – our main business idea ...
- j Thank you all very much for coming; some of you have travelled a long way to hear us today ...
- k The purpose of this presentation is to explain our business plans to you ...

21 **2** Listen to Peter Furlong giving a presentation of his business ideas and check your answers.



21 **3** Listen again and complete the notes below by writing two words or a number in each gap.

Signalling the parts of a presentation

Listening

Good presenters make it easy for their audience to know where they are in the presentation. Handouts and slides can help you to do this, but it's also important to use phrases which signal where you are in the presentation.

1 Look at these extracts from a presentation. In which part of the presentation (1–7 above) would you use each of them?

- a And I think that just about covers the market research, so now let's deal with the third part of my presentation, which is to explain our financial requirements and plans ...
- b Good morning and welcome to the Adelphi Hotel.
- c In my presentation, I'm hoping to do three things. First, I'll ... Then I'll tell you ... and finally I'll ...
- d Now to move on to my second point: market research ...
- e If you have any questions you'd like to ask, please leave them to the end, when I'll be very happy to answer them.
- f Now, if I can just summarise the main points again, they are these: first, ...

Name of company
Clock Options Express

Business idea
Information and **1** display panels.
Will provide information for **2** and other travellers.
Information on time, **3** , parking and public transport.
Will be placed at **4** accesses to the city.
Income from **5** space for advertisements.

Market research
Interviewed more than **6** motorists and other travellers.
Advertisers will pay **7** for space on panels.

Financial requirements
First year: **8** pounds.

Talking point

Work with a partner. Choose one of the following topics (A–C) and prepare a brief presentation of about two or three minutes.

- Follow the seven steps of the presentation structure.
- Do not write exactly what you are going to say; make brief notes.

A **Present the company or organisation you work for. You can say:**

- what the company or organisation does
- how it started
- what it will do in the future.

B **Present a product or service you know well. You can say:**

- what the product is
- what the advantages of buying it are
- how it is marketed.

C **Present the town you live in to a business person who is thinking of starting a business there. You can say:**

- what industries there are in your town
- what facilities there are for new businesses
- what the advantages of opening a business in your town are.

- Finally, change partners and take turns to give your presentations to each other.
- Listen to your new partner's presentation and ask two or three questions at the end.
- Give your partner feedback on what he/she did well and what could be improved.

Making the most of presentations

Reading

1 **Work in pairs. Read the advice about giving presentations (1–8) and decide if each piece of advice is:**

- a excellent advice
- b quite useful advice
- c not very useful advice

- 1 Do a course on presentation skills.
- 2 Speak at a suitable speed.
- 3 Improve the way you speak by taping yourself and listening to it.
- 4 Look directly at your listeners when speaking.
- 5 Plan your presentation carefully.
- 6 Practise in order to reduce nervousness.
- 7 Prepare for possible questions.
- 8 Use photocopies for anything too long and complex.

2 **Read the paragraphs (A–D). Which paragraph does each of the pieces of advice (1–8) refer to?**

A The fear of speaking is considered by many business people as their number-one fear. They may even avoid speaking opportunities that could advance their career. While there are many effective methods of relaxation that can help reduce the fear of speaking, for most people it is not something they can simply get up and do effectively without having at least some basic training. Rehearsing the presentation will greatly reduce anxiety. The more familiar the material, the more credible the speaker will sound.

B The first step in making a really effective presentation is to prepare. As the saying goes, 'failing to prepare is preparing to fail.' You will need to spend some time thinking about the material you want to cover, brainstorming all the things it might be possible to include, and then ranking them according to which topics you must include, which topics it might be nice to include if time allows, and which things it is worth knowing about in case anybody asks you about it.

C Nothing will improve your presentation more than seeing yourself on screen. You will notice mannerisms that you never noticed before. And you will instantly begin to make changes. Recording and listening to yourself is another tool to use when you rehearse your presentations. You'll immediately know if you are speaking clearly or if some words are difficult to understand. You will hear mistakes in grammar and inappropriate 'ums' and 'ahs'.

D

- Enthusiasm is essential. Try to smile, and make eye contact with members of the audience as often as possible.
- Remember to speak slowly and clearly. Pause regularly to allow the audience to digest what you have said.
- Short words and simple sentences will have more impact than long and complicated sentences. Avoid technical language, too.
- If you are worried about drying up, then use notes. These should be prompts only – don't read straight from your notes.
- Convert statistics into charts and graphs wherever possible, and put any lengthy detail into a handout which people can read at their leisure.