



BUSINESS SKILLS

LESSON 8: PRESENTATIONS

MAKING A PRESENTATION

**AIM OF THE LESSON:
TO LEARN HOW TO CLOSE YOUR PRESENTATION**



Version without a key.



Exercise 1: Reading

- Read the text below.

TIPS OF HOW TO OVERCOME THE FEAR OF PUBLIC SPEAKING

The words public speaking strikes fear and anxiety in the minds of otherwise competent and confident people. Does the thought of speaking in front of a group **evoke** fear, make you sweat, starts your heart **pounding**? It's likely you have glossophobia - the fear of public speaking.

Glossophobia is the most common of fears. There are many ways to increase business exposure so why bother to overcome your speaking **jitters**? Stepping up to the podium not only positions you as an expert in your area of business but provides effortless referrals and improved sales opportunities. (...)

Overcome your fear of public speaking and boost your business with these 7 tips:

7 Tips to Overcome Your Fear of Public Speaking

Start Small: If you're new to the world of speaking, start small. Find a few friends and family to practice on. Begin by speaking to smaller groups and build up from there. In my business speaking career, I speak to groups of 30 to 3,000. One discovery I made is the size of the audience makes no difference. If you know your topic, you're pre-speaking fear will quickly **evaporate**.

Prepare: Nothing helps ease the fear of public speaking than knowing your material. The ability to connect with your audience comes from having the confidence you won't get lost during your delivery.

Rehearse several times before the big talk. Time your presentation and always have back up material in case time is left over.

Don't Memorize: Mastering the art of public speaking comes not from memorizing word for word your entire speech. The real pros know their material by remembering key points and prompts on sub topics and examples to cover.

Avoid Bullets: The majority of business presentations and speeches are boring monologues filled with endless PowerPoint slides and bullet points. Trash the PowerPoint presentation and make your material the **focal point** of the talk. If you do use PowerPoint, take the approach of using visuals that quickly convey your message.

Reduce Stress: The most fearful moment of any presentation is the one minute before your stage entrance. Use the tactic of elite athletes by visualizing a positive outcome and using deep belly breathing to reduce stress and build confidence.

Find a Friend: Prior to your public speaking on stage introduce yourself to a few members of the audience in the front row. During your talk look these people in the eye to ease your nerves and connect with your audience.

Engage the Audience: Creating a monologue presentation puts the entire task of informing and entertaining the audience on you. Make your talk a two-way interaction with questions and participation to reduce boredom and speak with ease. Having the group involved also gives you time to reorganize your thoughts if things are going off track.

Make public speaking part of your marketing function and boost your business success. Your fear will evaporate over time and you will wonder why you didn't start sooner.



Exercise 2: speaking

■ **Answer the questions:**

1. Do you find it difficult to overcome the fear of public speaking?
2. Which tip do you find the most useful?
3. Think of your own tips to overcome the fear of public speaking.

■ **Learn how to deal with visuals in your presentation**



Exercise 3: dealing with phrases – useful phrases

- Order the phrases into a proper column. Put a tick in a proper column.

PHRASES:	INTRODUCING A VISUAL	EXPLAINING A VISUAL	HIGHLIGHTING INFORMATION
First, let me explain the graph.			
Let's now look at the next slide which shows			
Let me point out that ...			
As you can see here, ...			
I'd like to stress / emphasize / highlight ...			
As you can see the different colours indicate...			
According to this graph ...			
The next chart shows ...			
The highest bar indicates ...			
I'm sure you'll be suprised to see that ...			
The problem is illustrated on the next slide ...			
I'd like to focus your attention on ...			



Exercise 4: describing graphs – useful phrases

■ Study the phrases and the verbs and look at the grammar notes.

- ☞ This bar chart shows / represents ...
- ☞ As you can see ...
- ☞ If you look at the graph ..
- ☞ Could I draw your attention to the chart?
- ☞ The figures in this table show ...
- ☞ This chart compares ...
- ☞ The blue dotted line represents ...
- ☞ Let's move on now and look at the figures for ...

- These verbs are used to describe movement of trends. Put them in the correct category: upward, downward or other form of movement.

increase wzrosnąć	grow rosnąć	rise wzrosnąć, iść w górę	come up wzrastać	improve poprawić się	jump skoczyć
remain steady pozostać stałym	reach a peak osiągnąć szczyt	rocket skoczyć w górę	decrease zmniejszyć się	decline znikać	drop spadać
deteriorate pogarszać się	hit a low zanotować spadek	plunge spaść gwałtownie	shrink kurczyć się	plummet spadać	double podwoić
even out wyrównać	fluctuate wahać się, oscylować	hold firm być stałym	level off stabilizować się	recover odzyskać	remain stable pozostać stałym
stabilize stabilizować się	stagnate ulec stagnacji	peak osiągnąć	come down spadać	triple potroić	

UPWARD	DOWNWARD	MOVEMENT



To talk about different trends you can use following tenses:

➔ **PAST SIMPLE** – to describe events that happened in the past and are now finished.

Example: *Sales increased between 2008 and 2009.*

➔ **PRESENT PERFECT** – to describe trends that started in the past and have not finished yet.

Example: *Sales have decreased since 2009.*

➔ **PAST PERFECT AND PAST PERFECT CONTINUOUS** – to describe trends that had already happened before another event in the past.

Example: *Employee turnover had already decreased when we introduced the new benefit program in 2008.*

Example: *Employee turnover rate had been plummeting before we introduced the new total rewards scheme.*

➔ **PRESENT CONTINUOUS** – to describe trends and changes that are happening now.

Example: *The number of work related accidents is increasing at the moment.*

➔ **FUTURE FORM: WILL** – to predict future trends.

Example: *Sales will / won't decrease next year.*

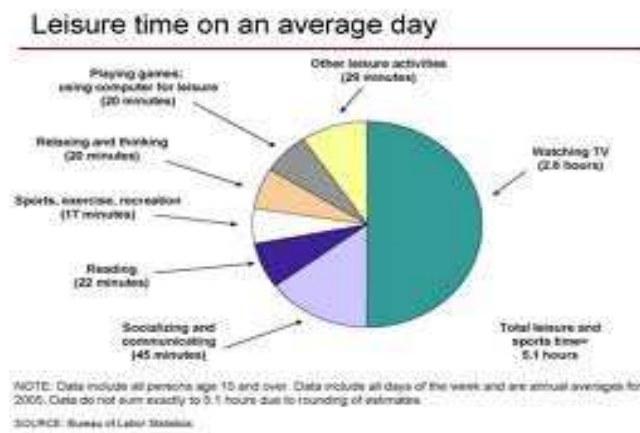


Now using the proper tenses, verbs and expressions, describe the slides:

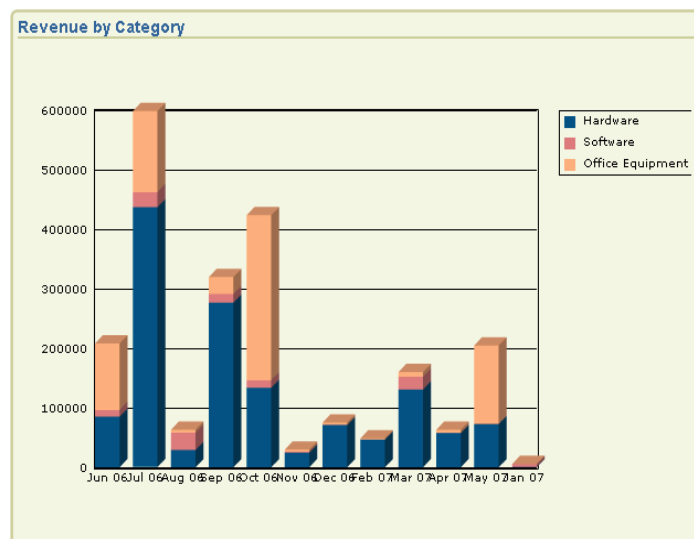
Number 1:



Number 2:




Number 3:




Exercise 5 – useful phrases

- Rewrite the sentences and put the words in the correct order.


1. Well, / presentation / my / nearing / I am / end / the / of. Thank you / your / attention / for.




2. As / final / a / point, / stress / I'd like / the / to / of this / importance / issue.




3. summarize / of / Let me / my talk / the main / points.



4. stop, / Before / I / go over / the key / let me / issues again.



5. That / about / everything / covers / I wanted / this issue / to say.



6. I / happy / am / you / may / to answer / have / questions / any.

7. That / my talk / brings / me / the / to / end / of.



Exercise 6 – look at the sentences again and write relevant descriptions next to them:

Indicating the end of your presentation → **IND END**

Inviting questions → **INV QUEST**

Summarizing points → **SUMM**