

**Business English
Useful Expression
BAD11**

Preparation

- the most important thing when giving any presentation.



How are you feeling today?
Not very well, thank you.

Hiro arrives at the convention center.

Johnson: Good morning , Hiro.

Hiro : Good morning , Doug.

Johnson: How are you feeling today?

Hiro : Not very well, thank you.

Johnson: Me either. I we had too much fun last night.

Hiro : Today is the last day. Do you best.

Johnson: What do you mean? I do my best everyday.

Hiro : No, I mean...make effort.

Johnson: What do you mean?? I give 100% every day!

Hiro : I think we should try hard.

Johnson: Get off my back!

Hiro : Hmmmm..."Get off my back..."

1. Vocabulary

1. arrangement-(n) - The way things are positioned or agreed upon.*
2. colleague-(n) - A coworker.*
3. competitor-(n) - A rival.
4. confidence-(n) - Trust in someone or something.*
5. control-(v) - The ability to direct actions.
6. personality-(n) - The mental and emotional characteristics that make a person unique.*
7. preparation-(n) - Actions taken to get ready for something.*
8. relevant-(adj) - Important; related to a subject.
9. selective-(adj) - Related to choosing carefully.
10. visual-(adj) - Related to seeing and sight.
11. encounter-(v) - Meet.*
12. audience-(n) - The people who gather to see or hear a concert, play, speech or other performance.
13. approach-(n) - Way of dealing with a person or problem.

Discussion:

With good preparation and planning you will be totally **confident** and less nervous. And your audience will **feel** your confidence. Your audience, too, will be confident. They will be confident in **you**. And this will give you **control**. Control of your audience and of your presentation. With control, you will be 'in charge' and your audience will **listen positively to your message**.

Before we discuss the PREPARATION for a Presentation, let us study the types of personality we will encounter as part of our audience:

4 TYPES of PERSONALITY:

1. Melancholic
- 2 Phlegmatic
- 3 Sanguine
4. Choleric

Objective

Before you start to prepare a presentation, you should ask yourself: "**Why** am I making this presentation?" Do you need to inform, to persuade, to train or to sell? Your objective should be clear in your mind. If it is not clear in your mind, it cannot possibly be clear to your audience.

Audience

"Who am I making this presentation to?" Sometimes this will be obvious, but not always. You should try to inform yourself. How many people? Who are they? Business people? Professional people? Political people? Experts or non-experts? Will it be a small, intimate group of 4 colleagues or a large gathering of 400 competitors? How much do they know already and what will they expect from you?

Venue

"Where am I making this presentation?" In a small hotel meeting-room or a large conference hall? What facilities and equipment are available? What are the seating arrangements?

Time and length

"When am I making this presentation and how long will it be?" Will it be 5 minutes or 1 hour? Just before lunch, when your audience will be hungry, or just after lunch, when your audience will be sleepy?

Method

"How should I make this presentation?" What approach should you use? Formal or informal? Lots of visual aids or only a few? Will you include some anecdotes and humour for variety?

Content

"What should I say?" Now you must decide exactly what you want to say. First, you should brainstorm your ideas. You will no doubt discover many ideas that you want to include in your presentation. But you must be selective. You should include only information that is relevant to your audience and your objective.

Structure

A well organised presentation with a clear structure is easier for the audience to follow. It is therefore more effective. You should organise the points you wish to make in a logical order. Most presentations are organised in three parts, followed by questions:

| | | |
|------------------------------|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Beginning | Short introduction | <ul style="list-style-type: none">• welcome your audience• introduce your subject• explain the structure of your presentation• explain rules for questions |
| Middle | Body of presentation | <ul style="list-style-type: none">• present the subject itself |
| End | Short conclusion | <ul style="list-style-type: none">• summarise your presentation• thank your audience• invite questions |
| Questions and Answers | | |

Notes

When you give your presentation, you should be - or appear to be - as spontaneous as possible. You should not read your presentation! With **notes**. You can create your own system of notes. Some people make notes on small, A6 cards. Some people write down just the **title** of each section of their talk. Some people write down **keywords** to remind them. The notes will give you confidence, but because you will have prepared your presentation fully, you may not even need them!

Rehearsal

Rehearsal is a vital part of preparation. You should leave time to practise your presentation two or three times. This will have the following benefits:

- you will become more familiar with what you want to say
- you will identify weaknesses in your presentation
- you will be able to practise difficult pronunciations
- you will be able to check the time that your presentation takes and make any necessary modifications

So prepare, prepare, prepare!

2. Summarize:

| | |
|------------------------------------------------------------------------------------------------------------------------------------------|--|
| Identify 3 important supporting details that contribute to the main idea of the passage. | |
| Identify 2 details that are not very important to the main idea of the passage. | |
| Write 1 brief paragraph summarizing the main idea of the passage. Use the important details to support your discussion of the main idea. | |

3 Comprehension Questions

1. Why is preparation important in your presentation?
2. Define the following personalities in your own word:
(A) Melancholic
(B) Phlegmatic
(C) Sanguine
(D) Choleric

4 Vocabulary

1. Painting is a _____ art.
2. She is very _____ and only goes out with boys who work hard and have good grades.
3. This book is for pregnant women and is _____ to having babies.
4. Jim's _____ is to study the problem before starting to work, but Mary's is to start working and learn as she goes.
5. There was a small _____ for the play.
6. He _____ a large brown bear in the woods.
7. She packed a bag in _____ for her trip.
8. She beat her _____ in the race by two seconds.
9. That is Sherlock Holmes, and the man with him is his _____ Dr. Watson.
10. I have an _____ at work to leave early on Fridays.
11. His kind _____ made others want to be around him, for he always made people feel welcome and liked.
12. You can _____ the TV with this remote-_____.
13. He has _____ in his doctor.