

**Business English
Useful Expression
BAD15**

TIPS in BUSINESS PRESENTATION

© 2000 Ted Goff www.tedgoff.com



**"You're not allowed to use
the sprinkler system to keep
your audience awake."**

Hiro reports to his boss.

Boss: Welcome back, Kobayashi. How was your trip?

Hiro : Good, very good.

Boss: How was the staff in New York?

Hiro : They`re very helpful.

Boss: No problem at all?

Hiro : Oh, I had few problem with my english.

Boss: Nothing serious, I hope.

Hiro : I learned something.

I can speak English if I try.

Boss: You sound confident.

Hiro : No. Just more relaxed.

Boss: I want a report on the trade fair by Wednesday.

Hiro : Yes, Sir.


Boss: One more thing, Kobayashi.

Hiro : Yes , sir.

Boss: Write a report in Japanese.

Hiro : My pleasure , Sir.

Review

 ...then say what you have just said.

you have learned:

- to allow plenty of time for preparation
- to ask the all-important question-words, why? who? where? when? how? and what?
- to structure your presentation into introduction, body, conclusion and questions
- to write notes based on keywords
- to rehearse your presentation several times and modify it as necessary
- to select the right equipment for the job
- to use equipment effectively
- to make use of clear, powerful visual aids that do not overload your audience
- to use clear, simple language, avoiding jargon
- to use active verbs and concrete facts
- to explain the structure of your presentation at the beginning so that your listeners know what to expect
- to link each section of your presentation
- to signpost your presentation from beginning to end so that your listeners know where they are
- to say what you are going to say, say it, and say what you have just said
- to overcome your nerves
- to establish audience rapport
- to be aware of your body language
- to understand cultural differences
- to control the quality of your voice
- to maintain interest by varying the speed, volume and pitch of your voice
- to deal with listeners' questions politely
- to respond to your audience positively

Presentation style

Be yourself

Your most useful presentation skills are the skills you already have. Use any personal gestures or vocal inflections to your advantage. It's very hard to change the way you express yourself. Similarly, do not try to be anyone else or copy another presenter's style.

Wave

Be more expressive rather than less. Gestures help understanding and convey your enthusiasm for the topic.

Dealing with presentation nervousness

Be nervous

A certain amount of nervousness is vital for a good presentation. You need the extra energy to communicate: What you feel when you stand up in front of people is the urge to either run away or fight.

Breathe

Extra adrenaline, however, can result in shallow upper chest breathing and tension. Taking a slow, deep breath, breathing fully out and then in again, will relax you.

Get something else to do

It may seem an odd idea, but our bodies seem to feel better when they have some sort of displacement activity to occupy them. It's the reason people hold pens and fiddle with things. A limited amount of this sort of activity will not be too obtrusive and can make you feel a lot more secure.

Go slow

The breathing tip above will help you to slow down your presentation. Go more slowly than you think necessary to avoid gabbling. It's a fact that when adrenaline is flowing your sense of time is distorted and what seems OK to you may look like fast forward to your audience.

Working your audience

Presentation as Conversation

Make your presentation a conversation with your audience. They may not actually say anything, but make them feel consulted, questioned, challenged, argued with; then they will stay awake and attentive.

Interact

Engage with your present audience, not the one you have prepared for. Look for reactions to your ideas and respond to their signals. If you don't interact you might as well send a video recording of your presentation. It's why you came.

Show conviction

Give an expressive presentation and an enthusiastic presentation and your audience will respond, which is what you want. Use your excitement, pace yourself to give an exciting presentation, use something you know you feel strongly about to build up to an important point.

Get some perspective

The odds are that someone in the audience will not like your presentation, or may disagree with you. There will probably be someone else out there for whom you can do no wrong. As a rule of thumb, the majority of most audiences want to like you and what you have to say - they want you to be good. They didn't come hoping to be bored or irritated by your presentation.