

Age group	Adults
Level	2.0 - 2.5
Time needed	50 - 60 min
Learning objective(s)	Presentation Procedure: Introducing the first point/Moving to the next point
Key skills	Vocabulary & Speaking

BUSINESS ENGLISH PRESENTATION PROCEDURE 07 INTRODUCING THE FIRST POINT/MOVING TO THE NEXT POINT 04

IN CONTEXT LOC-P7-02-I 5 - 8 min

1. Read:

Imagine you are in a foreign country in a town without street signs or landmarks looking for your destination. You'd probably have a hard time to find your way.

Signposting is not much different in a presentation. It allows you to communicate clearly to your audience the structure of your presentation and where you are in it. It is a technique using key words to help people follow the meaning of what you are saying. It assists the listeners in establishing rapport between ideas and categorizes what you are saying. Some common examples are first, next, finally.

Can you think of a few more?



2. Listen to your instructor. Notes the key words used for signposting in order to:

Make a reference	Start a point	Moving from point to point	Concluding
.....

As I mentioned previously, I will first start with explaining what signposting is and present its advantages in a presentation. *Additionally* I'll expose the language and its function that can be used for this effective communication technique. So all in all, we'll finish up with a study case.

Underline the key words for signposting.

These words are also referred as discourse markers or connectors.



1. Let's turn on to the other mistakes presenter often make.
2. On the contrary, don't focus your content about your company accomplishments, but rather on how it can benefit your audience.
3. What is more interesting is the next common error: too much information.
4. To begin with, target your presentation content with the question "what is the advantages of your message for your audience?"
5. For instance, the most famous American speech is the Gettysburg Address* with 278 words lasting a little over two minutes.

Answers: 1. Let's turn on to a, 2. On the contrary d, 3. What is more b, 4. To begin with a, 5. For instance e.

*The Gettysburg Address is a speech by U.S. President Abraham Lincoln and is one of the most well-known speeches in United States history.[1] It was delivered during the American Civil War, in Gettysburg, Pennsylvania, four and a half months after the Union armies defeated the Confederacy at the Battle of Gettysburg.

Classify each connector from the above phrases according to its .

a. Sequencing	First of all, to begin / start with ..., to conclude with, in the first place, in the second place, next , then , finally, last(ly), last but not least, _____
b. Adding	also, too, then, furthermore, moreover, in addition to that, above all, _____
c. Comparing	equally, likewise, similarly, in the same / a different way, compared to / with, in comparison with, as ... as , both ... and ... are ...,
d. Contrasting	in contrast to that, but , yet, however, nevertheless , whereas , while, neither nor ..., on the one hand, on the other hand, _____
e. Exemplifying	for example, for instance, that is to say, such as ..., namely
f. Result	Consequently, hence, therefore, thus, as a result, because of that, that's why ...
g. Concluding / Summarizing	all in all... / in conclusion ... , to sum up, I draw the conclusion / arrive at the conclusion that ... , I conclude ..., consequently ..

There are other connectors or discourse markers to signpost during a presentation. Match the functions with the examples

alternative - Concession - Referring backward or forward - Reformulating - Underlying points

h. _____	to put it another way, in other words
i. _____	on one hand... , on the other hand ...
j. _____	besides, however, still, though, in spite of that, despite that admittedly, if, unless
k. _____	Please remember that, It's important to remember that... This is important/significant because... You're probably thinking that... and you're right/ but this would be a mistake... Please notice that, Note this point:
l. _____	You'll remember I said, Just to repeat what I said earlier, As I mentioned earlier, Do you remember I said...?, I'll talk more about this later., Don't worry if this isn't so clear now, I'll explain the details later, More on this later on. The details will come later., Can I come back to this point?

Answers: h. reformulating, i. alternative, j. concession, k. underlying, referring backward/forward,

READING LOC-P7-02-R 5 - 8 min

Complete the speech with the proper markers

Read the slide

Choose three of these goals and think of two ways to achieve them

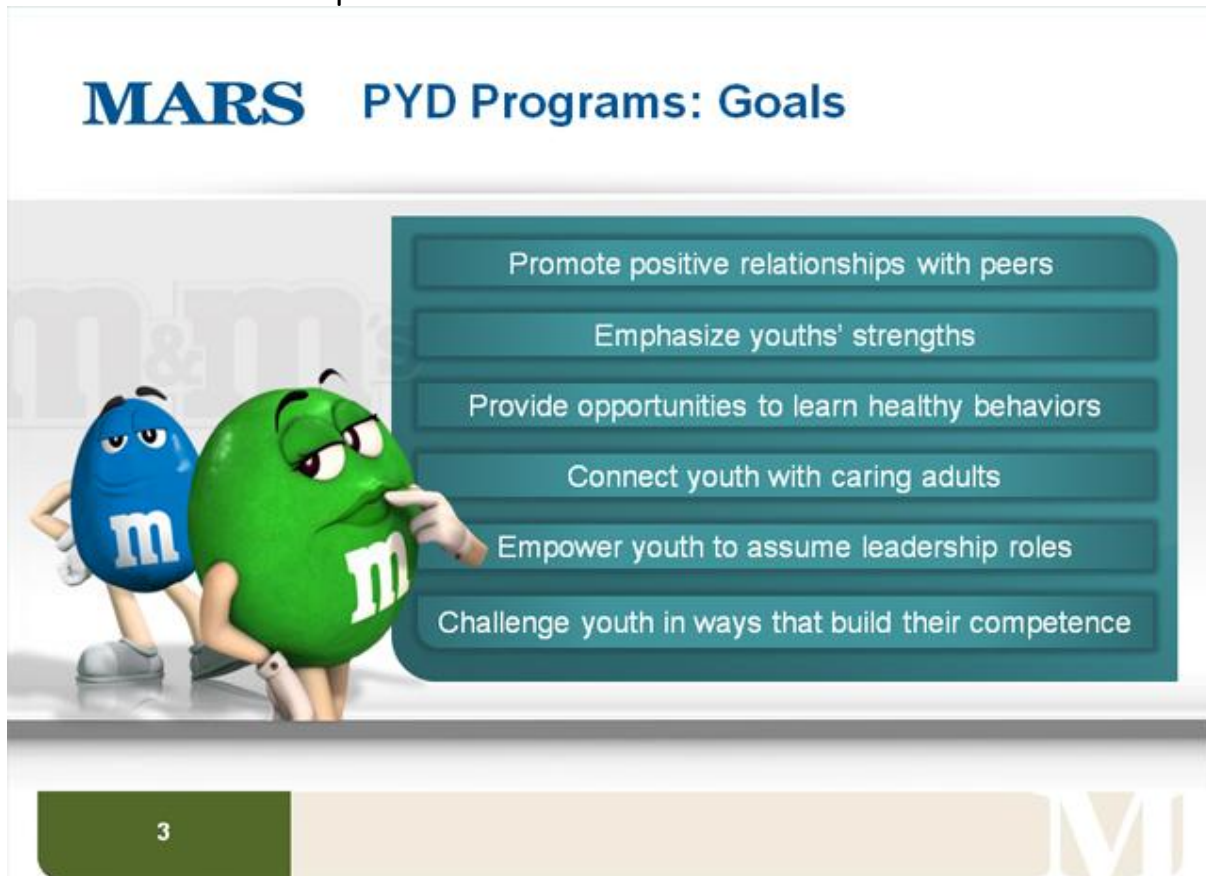
Goal 1. _____

Goal 2. _____

Goal 3. _____

Present the slide using your ideas above and as many discourse markers as you can

PYD = Positive Youth Development



The slide features the M&M's logo at the top left. Below it, two M&M's characters, a blue one and a green one, are standing. The green character is pointing at a list of six goals for PYD Programs. The goals are listed in a teal-colored box with rounded corners. At the bottom left of the slide, there is a green bar with the number 3, and at the bottom right, there is a large, stylized 'M' logo.

M&M'S PYD Programs: Goals

- Promote positive relationships with peers
- Emphasize youths' strengths
- Provide opportunities to learn healthy behaviors
- Connect youth with caring adults
- Empower youth to assume leadership roles
- Challenge youth in ways that build their competence

3

Source: <http://www.propointgraphics.com/samples/type/slides/#>

MARS M&M's Unique Contribution to PYD



4

Source: <http://www.propointgraphics.com/samples/type/slides/#>

**Create a speech to present this slide using the signpost technique.
Use as many discourse markers or connectors as possible**



Move from point ot point

So let me start by... So I'll start with...

Right, so first...

Well moving onto...

Next I'll talk about...

Right, was that clear? So I'll move onto...

Well, what does this all mean? So what is the significance of this?

Let's take a moment to look at a few other reports...

So what have other people said about this?

OK, so what's next...

Right, I'll introduce/share our materials and methods.

So finally,

That brings us to my last point.

Summarizing

OK, so in summary...

So where does this leave us? Well we need to:

We can agree that...

Our main point is that:

We have raised the following questions:

Our study has proved that:

We believe our study presents conclusive proof that...

We believe our study raises many questions about...

We believe our study may be the first step in...

Finishing up:

I hope my rather rapid explanation was clear.

Thank you very much for your attention.

Thank you for listening.

Well that's all from me today. It's been a great pleasure to share this with you today.

Thank you very much.

2. Giving one's own opinion

In my view; To my mind, In my opinion, As I see it,
I think that , I believe that , I have come to the conclusion that,
I would not say that ..., Therefore I cannot agree with ...,
I am doubtful whether / certain that ...

According to the text ...

It seems to me that ...

Another argument is that ...

As far as I am concerned,

One reason is that ...

I would say that ...

As we have seen, ...

As we know from ..., ...

For all these reasons I would support the view that ...

As a result ...

In short ...

With regard to ...

It is for this reason that I think ...

I am convinced that ...

I feel that ...

Showing respect for listener's knowledge

As you may know,

As you can see,

As you may be aware,

I know many of you are familiar with...

Many of you may have performed...

I am sure, you are all familiar with X's work on

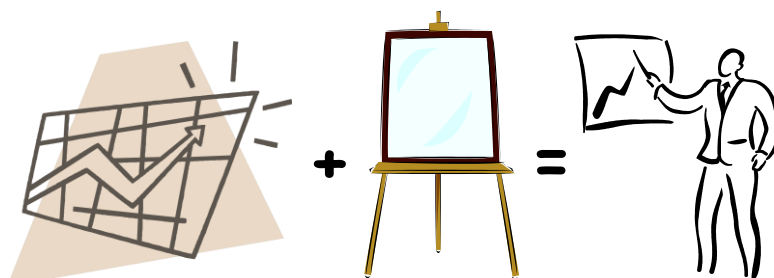
Presentation Signpost Expressions

Moving from section to section

READING 10 - 15 min LOC-P7-01-I

KEY PHRASES

Some key phrases can be used for various parts of the opening and introduction.



we speak

1. Complete with the words:

coming - to - share - Let - all - opportunity - inviting - for - along - dear

OPENING

Welcoming

- Welcome 1. _____ <name of company/place/city>.
- Good (morning/afternoon/evening) (everyone/ladies and gentlemen/ 2. _____ colleagues) and welcome to <name of company/place/city>.
- Welcome! I hope you 3. _____ had a pleasant journey here today.

Expressing appreciation

- I am honored to have the opportunity to 4. _____ our research with you here today.
- I am happy/appreciative to have this 5. _____ to speak to you today about...

Thanking

- Thank you all very much for 6. _____ today.
- Ladies and gentlemen, thank you very much for coming 7. _____ here today.
- Thank you very much for 8. _____ me to speak here today.

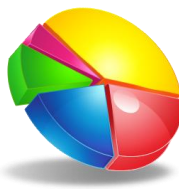
Introducing yourself

- My name is <name> and I am responsible for <...>.
- My name is <name> from <name of company> where I am responsible 9. _____ <...>.
- 10. _____ me introduce myself. My name is <name> and I am responsible for <...>.

Answers: 1. to ; 2. dear ; 2. all ; 3. share ; 4. opportunity ; 5. coming ; 6. along ; 7. inviting ; 8. for ; 8. Let



a pointer



a pie chart



a flow chart

2. Underline the key phrases/vocabulary you do not understand and clarify their meaning in English with your instructor.

Notes:

Stating the topic

- In today's presentation,
 - I'd like to (show you / explain to you how)
 - I'm hoping to give you (an update on / an overview of)
 - I'm planning to (look at / explain)
- The purpose of today's presentation is to discuss how we can <...>
- I've invited you here today to have a look at my findings.
- This morning/today, (I'm going to / I'd like to) (talk about/describe) <...>
- The aim of my presentation this morning is <...>
- My talk will be (in / about / regarding) <...>
- As you can see, I'm here today to talk to you about <...>

Stating the structure Overview

- In today's presentation (I'm hoping/ I'd like) to cover improving communication within the company.
- First, I'd like to (give an overview of) <...>.
- I've divided my presentation into two/three/four/several parts.*
* Especially important if the structure of your talk is a little different from normal, or you have a very long presentation with many parts.

Announcing each section / part

- My presentation is (in/divided into) three main parts/ points.
Firstly/First <...>. (Secondly/Second) we will look at <...>. Finally, <...>.
- First of all, I'm going to/I'll explain <...>
- Now let me begin by...
- So, let's start with...
- After that, I'll/we'll move on to/take a look at/talk about/examine/tell you about the background/give you some facts and figures/fill you in on the history of/concentrate on/limit myself to the question of/consider
- Then, I'll focus on / deal with...
- Finally

Summarizing (Stating the message /main idea)

- Finally, we'll conclude with all the solutions/possibilities explored.
- To sum up/conclude, I'll go over what has been explained/presented/examined <...>
- OK, so in summary <...>
- Our main point is that <...>

Referring to questions

- Please feel free to interrupt me if there is anything you don't understand
- If you don't mind, we'll leave questions until the end.
- There will be time for questions at the end of the presentation."
- I'd be grateful if you could ask your questions after the presentation."
- At the end I'd be very happy to answer any of your questions
- If there are any questions you'd like to ask, please leave them until the end, when I'll do my best to answer them.

Notes:

2. Read & identifying each part

- | | |
|-----------------------------------|--|
| a. <i>Welcoming</i> | e. <i>Announcing each section / part</i> |
| b. <i>Expressing appreciation</i> | f. <i>Stating the structure Overview</i> |
| c. <i>Thanking</i> | g. <i>Summarizing (Stating the message /main idea)</i> |
| d. <i>Introducing yourself</i> | h. <i>Stating the topic</i> |
| | i. <i>Referring to questions</i> |

Here is an example of a presentation opening and introduction to sales staff.
It could start something like this:

OPENING

1. _____ "Hello. Welcome everyone."
2. _____ "My name is Freddy Crookston from Power Sales. I'm the Senior Sales trainer in charge of conducting and facilitating sales seminars, trainings and coaching."
3. _____ "Thank you for all of you being here on time. I appreciate your punctuality. So let's start!"

INTRODUCTION

4. _____ "As you all know, we're here today to improve ourselves at the selling process to increase profit for your company and therefore for yourselves."
5. _____ "Our company is losing its market share and we are being asked to increase sales by 20 - 25%. " "How can we increase sales in a shrinking market? How is that even possible?"
"Today I am going to talk to you about how we can do this. "
6. _____ "My presentation will be in three parts. Firstly I am going to look at the market and the background. Then I am going to talk to you about our new products and how they fit in. Finally, I'm going to examine some selling strategies that will help us increase our sales by 20%."
7. _____ "The presentation will probably take around 50 minutes to go over how to improve sales and revenue.
8. _____ "If you have any questions, I'll allow time for you to ask them at the end of my talk."

Answers: 1a, 2d, 3cb, 4h, 5f, 6e, 7g, 8i

TIPS: Narrowing your topic

As in writing, it is important to narrow a topic so that it is clear and concise for you and your audience listening to your presentation.

Tip 1: Ask yourself focus questions.

They help you narrow the subject and shape a broad subject into specific one.

- What are the causes of *your subject*?
- What are the effects or consequences of *your subject*?
- What are the advantages or benefits of *your subject*?
- What are the disadvantages or drawbacks of *your subject*?
- What are the dangers of *your subject*?
- What are the problems or difficulties associated with *your subject*?
- What are the ways to prevent or reduce *your subject*?
- What are the ways to encourage or increase *your subject*?
- What are the important characteristics or qualities of *your subject*?
- What are the different types of *your subject*?
- What are the reasons to support *your subject*?
- What are the reasons to oppose *your subject*?

Tip 2: Narrow your subject by limiting the scope of your presentation.

Think about a specific

- **place** (e.g. in this city/country)
- **time** (past/recent/future)
- **number** (3 main effects/ 4 basic reasons etc...)
- **type** (e.g. prescription drugs -not all drugs)

TIPS: Developing an effective introduction

Here are three sample introductions. Read them quickly and answer:

- What method was used to attract attention or gain interest?
- Did the "attention grabber clearly relate or lead into the topic?
- Did the introduction preview the content?

INTRO 1

How many of you have flown across the ocean in the past year? How did you feel when you arrived at your destination? If you're like me, you felt tired, you couldn't think very clearly, and you had a lot of trouble sleeping for several days. These feelings are known as jet lag. Jet lag happens when you cross several time zones on a trip, and then you have to eat, sleep and work at times when your body wants to do something else. Today I'm going to tell you how you can avoid jet lag by controlling four main factors - food, drink, activity, and light.

INTRO 2

Yesterday evening, I took a bus home from work, as I usually do. I had had a good day at work, and was looking forward to a relaxing evening with my family. Well, the trip usually takes twenty minutes, but yesterday it took me more than an hour - all because of a traffic jam! By the time I got home, I was tired, hungry and angry. And why was I in such a terrible mood? Because of traffic! This experience made me realize how traffic problems affect all of us. Today I'd like to talk to you about three ways of improving the traffic problem in our city. First, I'll talk about banning parking in the city; second about banning cars from the center of town; and last, about improving public transportation.

INTRO 3

In 1787 Thomas Jefferson said, and I quote, 'Traveling. This makes men wiser, but less happy.' I think if Jefferson were speaking today, he might say, "Traveling makes men *and women* wiser, but less happy." However, the message would be the same. Traveling certainly has its difficulties, but today I'd like to look at the ways it makes people wiser. I'll discuss three major benefits of traveling: first, educational benefits; then, cultural benefits; and finally, social benefits.

Preparing & presenting an introduction

Imagine you are going to give a presentation on either:

- Developing product exposure (how can people know about your product or service)
- How to increase your salary/income
- Market your CV
- How to present your abilities to a potential employer
- Other...

Take 3-5 min and take notes to

- narrow your topic
- decide on your presentation purpose
- develop an introduction using one method of attracting attention to your topic.

Start your presentation with an opening and an introduction to your instructor

QUIZ 5 - 8 min LOC-P7-01-Q

1. Decide which parts belongs to the presentation opening or presentation introduction

- | | |
|-----------------------------------|-----------------------------------|
| a. Stating the structure Overview | e. Stating the topic |
| b. Introducing yourself | f. Welcoming |
| c. Summarizing | g. Referring to questions |
| d. Thanking | h. Expressing appreciation |
| | i. Announcing each section / part |

OPENING

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

INTRODUCTION

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |
| | 5. _____ |

Answers: Opening: 1. Welcoming ; 2. Expressing appreciation ; 3. Thanking ; 4. Introducing yourself

Introduction: 1. Stating the topic ; 2. Stating the structure Overview ; 3. Announcing each section / part ; 4. Summarizing ; 5.

Referring to questions

2. Re-order the phrases to develop an efficient opening and introduction.

	i. that is to expose the yearly provisional budget of the company and discuss financial risks the company may take on for the near future.
	d. Then I'll explain our approach and reasoning for our decisions for planning the finance of the company for this coming year and
	k . make it on time and accepted to undertake this meeting at such short notice.
	h. So in order to present the provisional budget, I will first state last year financial results. Secondly I 'll expose the present situation taking in consideration the present market and the
	e. I'm also really thankful that everyone could
	h. I'm Johnathan Erwick the Financial Director. As you all may know, we are all here for one reason only
	a. Welcome everyone and thank you for being here.
	g. As you all now taking the right financial decision when the global market is collapsing is not an easy task.
	f. Let me introduce myself.
	c. This year budget prevision was especially challenging due to the many changes in the company.
	b. finally we'll discuss which financial risks the company could consider for a brighter future.

Answer: a, e, k, f, h, I, g, c, h, d, b

WOOSPEAK

53 rue Roger Simon – 77260 REUIL EN BRIE

Tél : 09 70 46 88 22 Fax : 01 80 82 60 02

Site Web : www.woospeak.fr Email : formation@woospeak.com

S.A.R.L. Au capital de 42000 € – RCS MEAUX B 491173316 – NAF 7022Z - N°TVA INTRA FR 41491173316