

LESSON

1

Paving the Way for Presentation

Learning Objectives

After this lesson, you will be able to...

- ✓ **describe various kinds of presentations**
- ✓ **explain the basic principles of presentation**
- ✓ **identify what makes a presentation effective**

1 Warm Up Activity

Discuss the following questions with your instructor.

1. What is the dividing line between effective and ineffective presentations?
2. What characteristics does a person with good presentation skills have?

2 Key Expressions

Practice the following expressions and create your own sentences.

① Welcoming the audience

- Hello, ladies and gentlemen.
 - Good afternoon, esteemed guests.
 - Good evening, members of the board / fellow colleagues.
-

② Introducing yourself

- Let me introduce myself.
 - I'd like to start by introducing myself. My name is....
 - I am X from Y. I am the manager of...
-

③ Introducing your subject

- Today I'm going to talk about...
 - The subject of my presentation is ...
 - The theme of my talk is
-

④ To get the audience's attention

- Have you ever heard of ...?
 - Every day you encounter ...
 - Today's topic is of particular interest to those of you / us who...
-

3 Background Knowledge

3 Key Factors for Making Effective Presentations

✓ Power

Effective presentations have enormous power. Famous speeches—such as President Abraham Lincoln’s Gettysburg Address, Martin Luther King Jr.’s I Have a Dream—have literally **shaped the world** we live in. The best presentations can delight us, inspire us, and even make us cry. **Responsible** speakers **employ this power** to make the world a better place. **Unethical** speakers have used the same power to bring tyranny and death to millions.

✓ Consequences

Presentations have consequences. When you deliver a dazzling presentation, you enhance your **credibility** and influence the lives of others. Most famous leaders—be they in business, religion, or government—have the ability to present ideas clearly and **persuasively**. Exceptional people who are not famous—**distinguished** teachers, doctors, and community leaders—also understand that presentation speaking skills are essential for success.

✓ Inspire

Effective presentation skills can **be demonstrated by** the difference between knowing something and being able **to deliver** it. Effective speaking can mean the difference between having a good idea and knowing how to share it with others. The ability to prepare and deliver a successful presentation is **illustrated by** the difference between interesting audience members and inspiring them to action.

4 Practice

Let’s review background knowledge.

1) Make a sentence using the expressions from the article above.

a) shaped the world: _____

b) employ this power to: _____

c) be demonstrated by: _____

2) Match the words with their correct meanings.

Credibility

Distinguished

Persuasively

Essential

- a) able to cause people to do or believe something
- b) something that must be done before
- c) the quality of being believable or worthy of trust
- d) known by many people because of some quality or achievement

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Did You Know?

Types of Presentations

- ◆ **Press conference:** Two chief executives tell journalists why their companies have merged.
- ◆ **Briefing:** A senior officer gives information to other officers about a police operation they are about to undertake.
- ◆ **Demonstration:** The head of research and development demonstrates non-technical colleagues about a new machine.
- ◆ **Product launch:** A car company announces a new model.
- ◆ **Lecture:** A university professor communicates information about economics to 300 students.
- ◆ **Talk:** A member of a stamp-collecting club tells other members about 19th century British stamps.
- ◆ **Seminar:** A financial adviser gives advice about investments to eight people.
- ◆ **Workshop:** A yoga expert tells people how to improve their breathing techniques and gets them to practice.

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The Golden Rules

The Basic

Must-Know PT Process

- ✓ Leave nothing to chance
- ✓ Have a strong start
- ✓ Be concise
- ✓ Talk to your audience
- ✓ Know your audience
- ✓ Speak naturally and be yourself
- ✓ Treat your audience as equals
- ✓ Take your time
- ✓ Choose effective visuals
- ✓ Enjoy the experience
- ✓ Welcome questions
- ✓ Finish strongly
- ✓ Develop your own style

◆ Discussion Questions

- ① Which of these tips do you find most useful? Can you add any other tips?
- ② Have you ever presented to a foreigner? How different were the audience from those in your own country?

Wrapping Up

Share two things you learned from this lesson and review.

1. _____
2. _____

Understanding Your Audience

Learning Objectives

After this lesson, you will be able to...

- ✓ **analyze and understand your audience**
- ✓ **how to adjust your presentation accordingly**
- ✓ **execute effective presentation logistics**

1 Warm Up Activity

Discuss the following questions with your instructor.

1. How can knowing your audiences help you to present better?
2. Have you ever encountered any presentation logistics problems before?

2 Key Expressions

Practice the following expressions and create your own sentences.

① Giving an example

- To illustrate this...
 - Let's see this through an example.
 - For example / for instance...
 - A good example of this is...
-

② To rephrase

- Let me rephrase that...
 - In other words...
 - Another way of saying the same thing is...
 - That is to say...
-

③ To refer to common knowledge

- As you all may well know...
 - It is generally accepted that...
 - As you are probably aware...
-

④ To refer to what an expert says

- I quote the words of...
 - In the words of...
 - According to...
-

3 Background Knowledge

Why do you need to understand your audience?

✓ Audience-Focused Communication

Being a truly effective speaker requires understanding, respecting, and adapting to the people who will be listening to you. Understanding and adapting to your audience **has several practical advantages**. A **thorough understanding** of your audience can help you focus your presentation and decide how to narrow your topic. An audience-focused approach can simplify and shorten your preparation time by using the audience as a **criterion for deciding** what to include or exclude. For example, if your audience is the general public, jargon will be difficult for them to understand thus thorough explanations will be necessary. On the other hand, if your audience consists of professionals, you will want to **get straight to the point**.

✓ Logistics

Being able to adapt to the location where you will be presenting requires **critical thinking about logistics**. The term **logistics** describes the strategic planning, arranging, and use of people, facilities, time and materials **relevant** to your presentation. There are four main logistics questions you should ask yourself when you are planning. They are: who, where, when and how. These four **interrogatives** refer to people, location, time, and materials, respectively. Understanding your audience (who), identifying the setting/facility in which you will be present (where), mastering over the allotted time (when), and making decisions on the best methods of **relaying your message to** the audience (how) are all important assets of planning appropriate logistics for your presentation.

4 Practice

Let's review background knowledge.

1) Make a sentence using the expressions from the article above.

a) thorough understanding of: _____

b) get straight to the point: _____

c) relaying your message to: _____

2) Match the words with their correct meanings.

Who

Where

When

How

- a) the location at which the presentation is going to take place
- b) planning various methods you are going to use in the presentation
- c) managing time such as time given for your presentation, etc.
- d) audience size, age group, ethnicity, etc.

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Did You Know?

Audience Size and Presentation

Audience size affects how you will present a topic and how you will target it to a specific audience. Here are the terms.

◆ **Small Group Facilitation Skills**

- Audience-centered
- Hand-written overheads
- Customer-relevant visuals

◆ **Interactive Training Skills**

Content-centered

- Unlimited overheads
- Content-specific visuals

◆ **Structured Group Dynamic Skills**

- Content/speaker-centered
- Targeted overheads
- Application visuals

◆ **Big Room Presentation Skills**

- Speaker-centered
- Limited overheads
- Simple visuals