

# Being Successful Making Presentations



*By Borislava Mourenets*

# "Classic" Presentation Structure

A vertical flowchart showing the sequence of a classic presentation structure. It consists of six rectangular boxes, each containing a stage of the presentation, connected by downward-pointing arrows. The stages are: "Classic" Presentation Structure, INTRODUCTION, OUTLINE, MAIN PARTS, SUMMARY, and CONCLUSIONS.

INTRODUCTION

OUTLINE

MAIN PARTS

SUMMARY

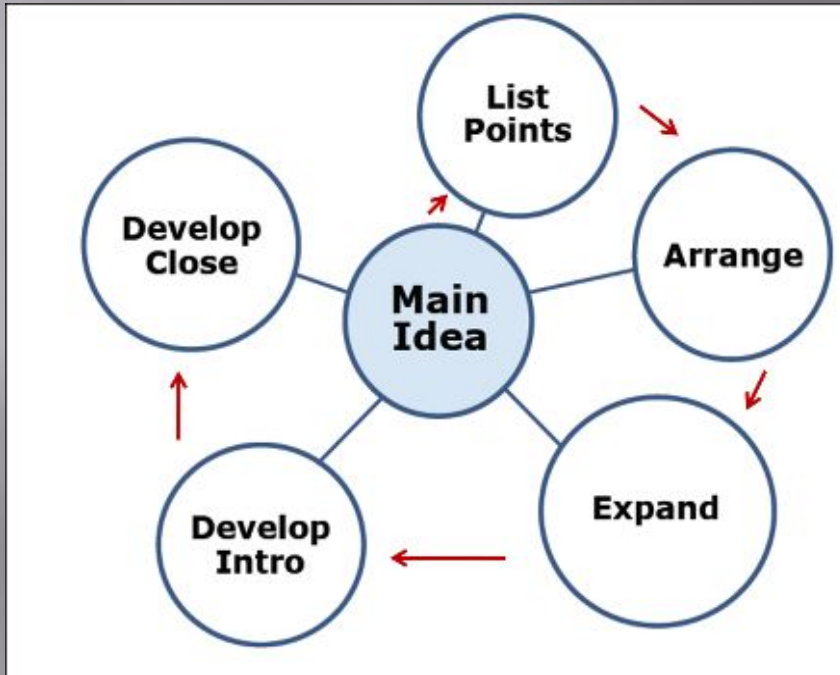
CONCLUSIONS

# Prepare and Give Presentation of Your Choice

- ▣ Introduction: I'd like to talk today about...
- ▣ Outlines: I've divided my talk into...
- ▣ Questions: If you have any questions, please...
- ▣ Part I: Let me start with...
- ▣ Part II: That brings me to...
- ▣ Part III/IV etc: ...and turn to...
- ▣ Summary: To sum up...
- ▣ Conclusions: In conclusion I'd like to...



# Before the Presentation



- Define the audience
- Clarify the objective
- Plan the content
- Design suitable visual aids
- Control length
- Follow a clear structure!

# Making a Start



- The subject of my paper today is...
- I'd like to tell about...
- My aim is to update you on recent research and to draw some tentative conclusions
- I plan to take only ten minutes of your time this morning

# During the Presentation

- ▣ Keep eye contact with the audience
- ▣ Don't rush – remember to pause
- ▣ Articulate clearly and project your voice
- ▣ Don't forget about facial expression and movement





# What's the Difference?

## WRITTEN ENGLISH

- ▣ Long sentences
- ▣ Complex vocabulary
- ▣ Complex arguments
- ▣ Impersonal style

## SPOKEN ENGLISH

- ▣ Shorter sentences
- ▣ Simpler vocabulary
- ▣ Simpler arguments
- ▣ Personal style

# Example of Introduction

*Good morning, ladies and gentlemen. It's a pleasure to be with you today. My name is Matthew White and I'm in charge of corporate finance at our headquarters here in Brussels. We are here today to review some key figures and to outline financial strategy over the next five years. So what I intend to do is to break down this presentation into three parts: first, the financial review; second, the options facing us; and finally, the strategy I propose. If you have any questions, please feel free to interrupt me, but I should say there'll be an opportunity to discuss issues at greater length after my talk.*



# Summarizing

...so, before we move on to discuss these matters, let me just summarize the main issues as I see them. Firstly, on the product side, there's no question of diversity of product range. Secondly, on the marketing front, we need to review our distribution network. And thirdly, on the personnel side, we need to look at the of employer we are and want to become. So, I suggest we look at things in that order: product, distribution, and people. Hopefully this will help us to agree on a clear way forward. Right, before we start, are there any questions you'd like to ask?

# Question Time

- ▣ *Avoiding giving an answer:*
  - ▣ Perhaps we could deal with that later
  - ▣ I'm afraid that's not my field
  - ▣ I don't have the figures with me
  - ▣ That's interesting, but I'd prefer not to answer that today...

# Finishing Off

*The final part of the presentation should include:*

1. A clear signal that you are about to end
2. A brief summary of what you have said
3. A conclusion or recommendation
4. An invitation for questions, to make comments, or start a discussion

# Endings

- ▣ So, that brings me to the end of this presentation
- ▣ I sincerely hope you'll go away with a more complete picture of the principal activities of...
- ▣ Let me just run over the key points again
- ▣ I'd like to leave you with the following idea
- ▣ So, I would suggest that...
- ▣ So, I'd now be glad to answer any questions
- ▣ Thanks for your attention

Thank You!

