

# Giving presentations



# What is a good presenter?

“A presenter should be like a mini skirt:  
Long enough to cover the vital parts,  
and short enough to attract attention.”



# Giving presentations

Which of the following would you *definitely* want to include in a presentation, even a short presentation?

- some jokes
- your name
- details of your job
- visuals
- a summary
- the title or subject of your talk
- purpose: why the subject will interest your audience
- a 'menu' of main points that you will cover
- details of the background situation
- factual information, organised as main points



Your Employees'

## Public Speaking



*Fearful?*

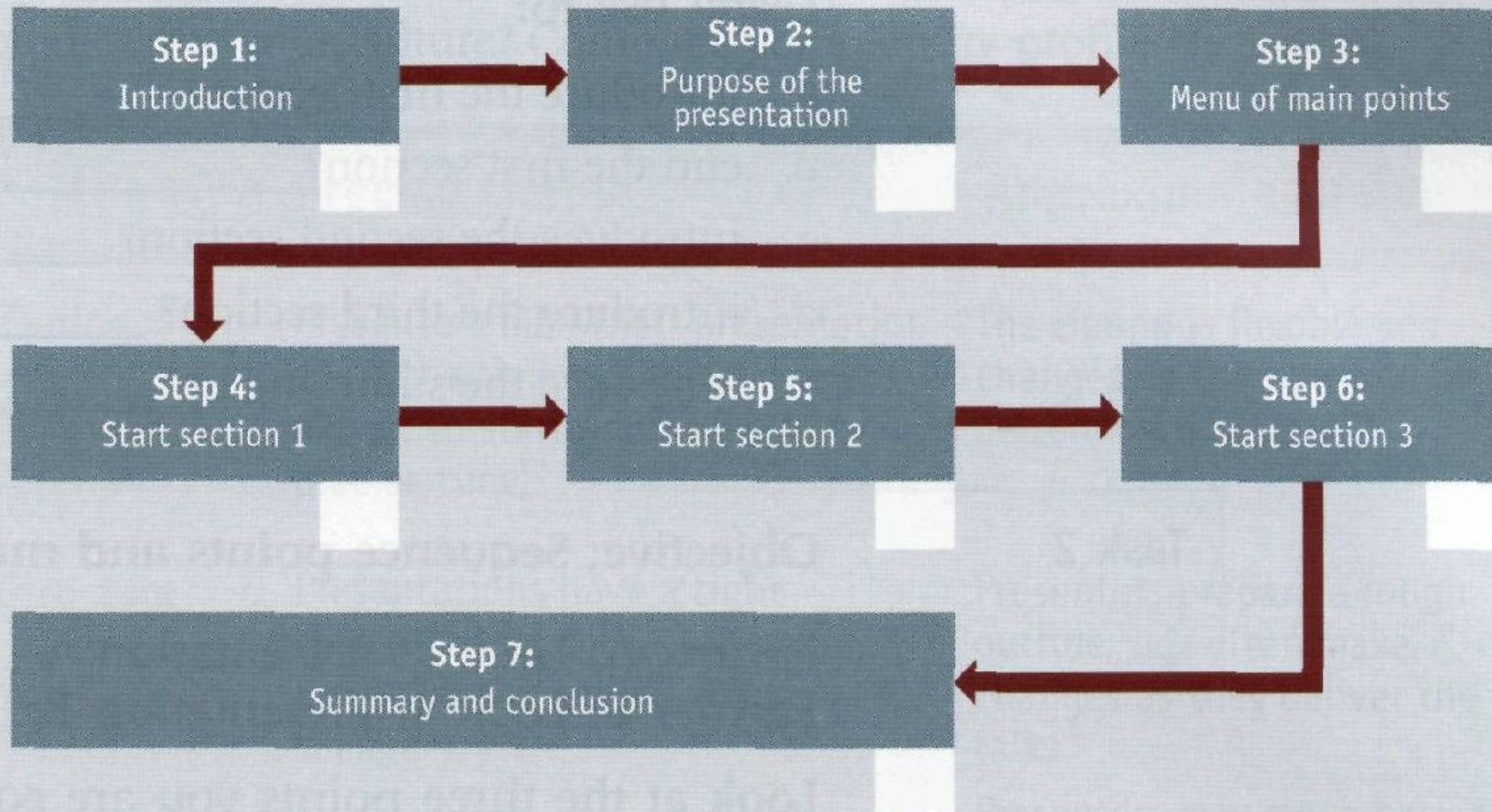


**Confident!**

- a My second point is ...
- b So first, I'm going to tell you about ...
- c My objective is to ...
- d Now let me summarise the main points again.
- e The subject of my presentation is ...
- f I've divided my talk into three parts. First, ... Second, ... And third, ...
- g Now I'll come to my last point.

## Structure for a short presentation

Seven easy steps to an effective presentation



# Introduction

Melanie is advising Anne-Marie Duval on giving a presentation at a conference.

h **Introduce** yourself and your subject.

My name's Anne-Marie Duval and I work for Gem Consultants. My talk is called 'Consultancy Skills for the 21st Century'.

i **Outline** what you're going to talk about: describe the different sections of your talk.

There are three main skills areas I want to talk about today ...

j Say whether people should ask **questions** during the talk, or at the end.

If you have any questions, I'll be very happy to answer them at the end of the session.



# Making an effective opening

**Give them a problem to think about** (Suppose you... Why is it that...)

**Give them some amazing facts.**(Did you know that ...)

**Give them a story or a personal anecdote** (stories always attract attention)

**Use a citation** (if you want to start on a more philosophical note)



# Getting started - greeting the audience

- **Good morning, ladies and gentlemen.**
- **It's very nice to see you all here today.**
- **Welcome to my presentation.**





# Introducing the topic

- Today I am here to talk to you about...
- Today I am going to talk to you about...
- I would like to take this opportunity to talk to you about...



# Outline/ Menu

- My talk will take about 10 minutes.
- During my presentation, I'm going to be focusing on four main areas.
- My talk is divided into (three) parts.
- I'll start with / Firstly I will talk about... / I'll begin with
- then I will look at ...
- next...
- and finally...



- Firstly...secondly...thirdly...lastly...
- First of all...then...next...after that...finally...
- To start with...later...to finish up...

## OUTLINE

- Introduction
- Objectives
- Methodology
- Data Analysis
- Results
- Summary

# Questions



- Please interrupt me if you have any questions.
- If you have any questions I'll be happy to answer them at the



# Signposting

- "I'll **start** by describing the current position in Europe. **Then** I'll move on to some of the achievements we've made in Asia. **After that** I'll consider the opportunities we see for further expansion in Africa. **Lastly**, I'll quickly recap before concluding with some recommendations."



**Good afternoon everybody.** I'd like to thank you all for coming here today and listen to me. I hope by the end of the day you will leave with a knowledge of what equipment can do for you and how the government can benefit by using it.

If you would like to take notes, please do so. However, all of you will be given a handout at the end of my presentation.

**I am going to talk today** about a new product, a breath control measurement instrument ALCOTEST. The first such product was introduced to the market 40 years ago and has been used all over the world.

The new range of products I'm going to familiarise you with are the Alcotest 7110 MK III and Alcotest 7410. **Now, the main purpose of the talk**, of my talk, is to outline the major benefits of using these models. **Before doing so**, I would like you to look at some general technical features which I hope you will find encouraging. **Then I'll move on to** the benefits for the users.

**Let's look at some** figures. I'll put them on the screen now. **As you can see** the Alcotest comes as a portable instrument, integrated in a metal case, including heatable sampling hose, a 40-digit alphanumeric display, integrated printer, mains connection and 12 V battery.

# Main part



Anne-Marie continues her presentation:

**‘OK. To begin, let’s look at the first type of skills that consultants need: technical skills. Of course, related to technical skills is a good general knowledge of management subjects ... But I’m digressing: let’s get back to the technical skills themselves ... That’s all I have time for on technical skills.**

**Let’s move on to the second area: interpersonal skills. As you can see on this transparency, there are two key areas in relation to interpersonal skills ... I think that covers everything on interpersonal skills.**

**Time is moving on, so let’s turn to the third area: people management issues.’**

# Introducing the subject

I'd like to start by...  
Let's begin by...  
First of all, I'll...  
Starting with...  
I'll begin by...

# Main part

Finishing one subject...

Well, I've told you about...  
...and starting another

That's all I have to say  
about...

We've looked at...  
So much for...

Now we'll move on to...  
Next...

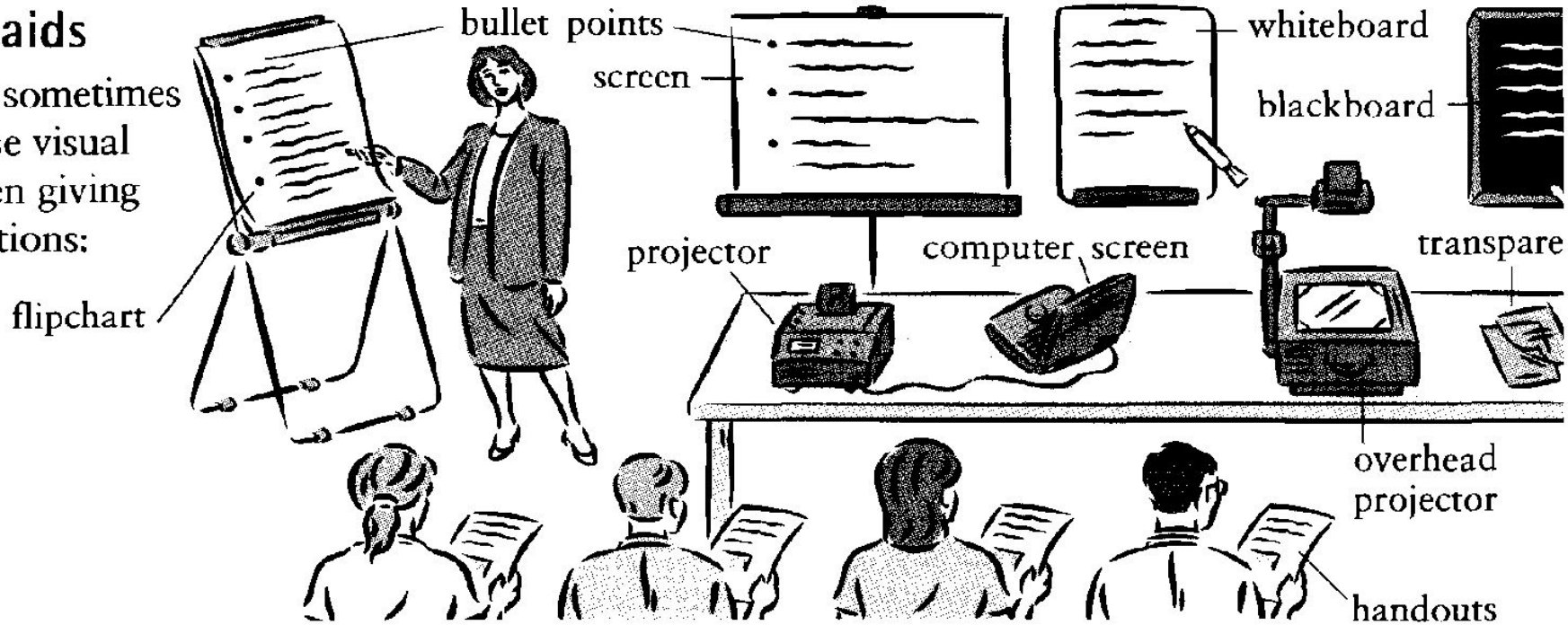
I'd like now to discuss...  
Let's look now at...



# Visual aids

## Visual aids

Melanie sometimes uses these visual aids when giving presentations:



If you look at this first graph

As you can see...

a key factor

if you look at this slide

a good illustration of...

Now let's look at...

a good example of





- Let's look at this...
- A good example of this is...
- As an illustration,...
- To give you an example,...
- Here we can see...

# Closing

Anne-Marie is bringing her presentation to a close:

‘Let me sum up. Firstly, we looked at technical skills, secondly, at management skills and last, but by no means least, at interpersonal skills. In my view, the secret for success in the future is going to be interpersonal skills. That brings me to the end of my presentation. Are there any questions?’



# CONCLUSION

- This brings me to the end of my presentation.
- Let me just run over the key points again...
- To sum up briefly...
- To conclude ...
- As we've seen...



# Thanking the audience & Inviting questions

- Thank you all for listening, it was a pleasure being here today.
- Well that's it from me. Thanks very much.
- Thank you for your attention and if you have any questions I'll be pleased to answer them.
- I'll be happy to answer any questions.
- Are there any questions you'd like to ask?



## Analysis

2 minutes

per presentation

Was the presentation clear?

Were the introduction and summary effective?

How well did the speaker organise and structure the main points?

## Self-assessment

Think about your performance on the tasks. Were you able to:

- prepare a short introduction?  yes  need more practice
- sequence points and make a summary?  yes  need more practice
- give a short presentation?  yes  need more practice

## Dealing with questions

Here are some typical problems presenters have when dealing with questions. Match each response a–f with a problem 1–6.

### Problem

- 1 You didn't hear the question.
- 2 You didn't quite understand the question.
- 3 You don't know the answer.
- 4 It's a difficult question and you need time to think.
- 5 The questioner puts a strong argument against your point of view.
- 6 The question isn't relevant and time is running out.

### Response

- a I'm not sure about that, but I can find out for you.
- b Sorry. I don't think we have time to go into that. Perhaps we can discuss it later.
- c That's an interesting question. Let me think ...
- d Sorry, are you asking about ... ?
- e Sorry, I didn't catch that. Can you repeat the question please?
- f That's a good point. However, ...



# Dealing with questions

Here are some phrases which can be useful when answering questions:

- a **That's a fair point.** I know that some consultants don't have a very good image. But I think that Gem Consultants have helped companies reduce costs and increase profits enormously.
- b **That's confidential.** I'm afraid I'm not at liberty to tell you.
- c **That's not really my field.** But I can put you in touch with someone in my organization who is working on Internet applications.
- d **The questioner would like to know** what sort of background the people we recruit usually have. Is that right?
- e **Well, I think that goes beyond the scope of today's presentation.** Today I wanted to concentrate on consultants' skills, not go into particular case studies in consultancy.
- f **I'm afraid we've run out of time.** But if you'd like to come and discuss that with me now, I'll try and give you an answer.



If a member of the audience didn't hear a question, they might say:  
**'Sorry, I didn't catch the question – could you repeat what the questioner said?'**  
Anne-Marie ends the presentation by saying:  
**'I think that's a good place to stop. Thank you for listening.'**



## **Objective: Give a short presentation**

### **Step 1 Preparation**

Prepare a 3-minute presentation giving an overview of your own company, or one part of your company. You may include the following points:

- General information (activities, size, location)
- Products / markets
- Future plans



**Presentation A: You are presenting your company to a group of potential investors.**

Main points:

- Our strategic objectives and plans for future growth
- Company history – reasons for our success
- Financial performance

**Presentation B: You are presenting your marketing plans to a joint venture partner.**

Main points:

- Plans for breaking into future markets
- Current markets and market shares
- Overview of company activities and products