

Dynamic Presentations

Mark Powell

Dynamic Presentations is an exciting new course for learners of business English who want to excel at presenting.

Drawing closely on the world of communication skills training, this comprehensive programme covers everything from structuring your talk to fine-tuning your delivery, from designing your visuals to mastering your body language and from telling your own stories and anecdotes to handling the all-important question-and-answer session.

Packed with tips and advice from some of the world's leading business and communication experts, *Dynamic Presentations* systematically develops the key language and presentation techniques you need to give an effective, professional and memorable performance.

The book comes with two audio CDs, and video presentation extracts are also available on a separate DVD. The course is accompanied by full trainer's notes and a rich bank of online resources, including detailed feedback forms, available on the Cambridge website.

Dynamic Presentations is part of the new Cambridge Business Skills series – a set of short courses from leading business English authors, combining communication skills training with professional language development.



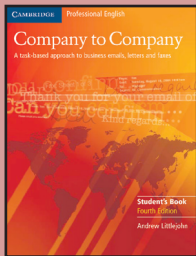
The author

Mark Powell is a business communication skills trainer, one-to-one coach and instructional designer. A leader in the field of presentations training, in his 25-year career he has worked with many well-known international companies. Mark currently runs courses and gives keynote conference presentations all over the world.

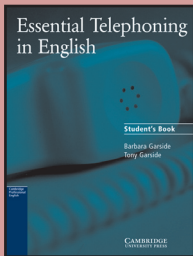
www.cambridge.org/elt/dynamicpresentations

Course components:

- Student's Book with Audio CDs (2)
- DVD



ISBN 978 0 521 60975 3



ISBN 978 0 521 78388 0



CAMBRIDGE
UNIVERSITY PRESS

www.cambridge.org

ISBN 978-0-521-15004-0



9 780521 150040 >

Dynamic Presentations

Mark Powell



2 Audio CDs included



Cambridge Business Skills



Dynamic Presentations

Mark Powell

CAMBRIDGE UNIVERSITY PRESS

Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore,
São Paulo, Delhi, Dubai, Tokyo, Mexico City

Cambridge University Press

The Edinburgh Building, Cambridge CB2 8RU, UK

www.cambridge.org

Information on this title: www.cambridge.org/9780521150040

© Cambridge University Press 2010

This publication is in copyright. Subject to statutory exception
and to the provisions of relevant collective licensing agreements,
no reproduction of any part may take place without the written
permission of Cambridge University Press.

First published 2011

Printed in the United Kingdom at the University Press, Cambridge

A catalogue record for this publication is available from the British Library

ISBN 978-0-521-15004-0 Student's Book with Audio CDs

ISBN 978-0-521-15006-4 DVD

Cambridge University Press has no responsibility for the persistence or
accuracy of URLs for external or third-party internet websites referred to in
this publication, and does not guarantee that any content on such websites is,
or will remain, accurate or appropriate. Information regarding prices, travel
timetables and other factual information given in this work is correct at
the time of first printing but Cambridge University Press does not guarantee
the accuracy of such information thereafter.



Contents

Preparing to present	4
1 Opening and closing	6
2 Smooth structure	10
3 Voice power	14
4 Visual aids	18
5 Facts and figures	22
6 Body language	26
7 Rapport building	30
8 Impact techniques	34
9 Storytelling	42
10 Q&A sessions	46
Bringing it all together	50
Audio scripts	52
Key and commentary	62
Additional materials	78
Online feedback forms	94
Acknowledgements	96

Preparing to present



If there's one skill, above all others, that will help you stand out in the world of international business, it is the skill of presenting. And the further you progress in your career, the more likely it is that you will be called upon to present. In the age of technology and social networking it's easy to lose sight of this. But you'll never have more impact than when you stand up to speak in public. In professional life, competent presentations are expected. But great presentations are rare and always remembered.

Mark Powell, Mark Powell Communications

Welcome to *Dynamic Presentations*, one of a new series of courses from Cambridge University Press designed to develop excellence in business communication in English. The complete training package includes this book and CDs, an accompanying DVD with worksheets and a dedicated website containing further games and activities, feedback forms and full trainer's notes. You can access this material at <http://www.cambridge.org/elt/dynamicpresentations>.

The secret of successful presentations

Whether you're pitching one on one to a client, talking a small group of colleagues through the latest quarterlies or giving the keynote speech at a conference, becoming an excellent presenter comes down to three things:



This course will help you both prepare and perform. By the end of the course, you'll know how to start and how to finish, what to put in and what to leave out, when to stick to your plan and when to depart from it. You'll have an eye for visuals and an ear for how to use your voice. You'll have a feel for effective body language and the ability to make facts and figures unforgettable.

You'll also learn proven strategies for handling any question your audience might throw at you. And you'll try out a range of dynamic presentation techniques as you develop a style that is uniquely yours.

What about passion? Well, that's mostly up to you! After all, if you're not fired up about your talk, why should we be? But if you're thoroughly prepared and feel confident you can perform, you'll be free to connect with your audience. And all presentations, no matter how routine, need to connect. Think about it. If the figures spoke for themselves, you wouldn't need to present them! In the words of poet and biographer Maya Angelou:



'People will forget what you said. People will forget what you did. But people will never forget how you made them feel.'

As you work through the ten modules in this course, you should always be thinking how you can make the skills and techniques your own. If something doesn't seem to work at first, it may be that it doesn't quite suit your style or it may just be that you need a little more practice. Be prepared to have fun and experiment. By getting your trainer to record you, you can analyse your performance using the online feedback forms (see page 94).

I hope you enjoy the *Dynamic Presentations* experience!

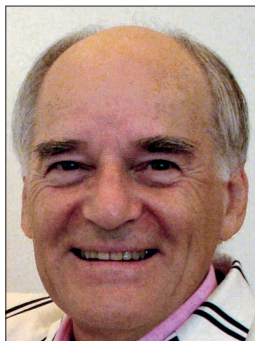
Presenting and you

Take a few moments before you begin the course to think about your own needs and experience as a presenter. Tick the comments that apply to you below and see how *Dynamic Presentations* can help you to improve.

- ☐ I can present quite well in my own language, but I'm not so sure I can translate that into English!
- ☐ I don't have much experience of giving presentations – even in my own language!
- ☐ I know what audiences in my own country expect, but what about expectations in other countries?
- ☐ I mostly just have to present to small groups in meetings – is that really presenting?
- ☐ I sometimes have to address larger audiences at conferences – don't I need a special public speaking voice for that?
- ☐ I'm sure I must look so nervous standing there in front of everyone – what can I do about that?
- ☐ I have so much data to refer to and my bosses expect to get a copy of my slides at the end.
- ☐ My greatest fear is of being boring – how do I keep my audience awake?
- ☐ I'm not comfortable telling jokes (and in a foreign language!), but how else can I connect?
- ☐ At least I can prepare for my talk, but when it comes to questions and answers, I'm up against the audience alone!

- ➔ Each module of the course contains the key words, phrases and expressions you need to present fluently in English. You'll also learn some of the special language patterns that skilful presenters use to create extra impact.
- ➔ The course brings together some of the world's leading presentation experts to share their insights with you. Full notes in the Key and commentary guide you towards a better understanding of how to present.
- ➔ In many of the modules, business people from different countries compare what different cultures are looking for in a presentation. The CDs and separate DVD contain recordings of presenters of different nationalities in action.
- ➔ It's all presenting, whether to an audience of one or one thousand, but you'll want to adopt a different style. Module 7 on rapport building and Module 9 on storytelling will help you to develop the right conversational tone.
- ➔ No, you don't – you'll sound artificial. Your natural speaking voice will do just fine, but you'll need to use it in a slightly different way. Module 3 will show you how to add power and clarity to your delivery.
- ➔ Relax. Most nerves are caused by fear of the unknown. But if you know exactly where your talk is going, there'll be no nasty surprises! Module 2 will help you here, whilst Module 6 shows you how to look calm and in control.
- ➔ Give them a handout instead! And keep your slides simple and clear. Module 4 gives you tips on designing visuals and how to avoid data-dumping. Module 5 explains how to make dull figures come alive.
- ➔ It's essential to get off to a good start, as that sets the tone for the rest of your talk. Module 1 offers you some options here. There are also dozens of incredibly simple 'tricks of the trade', which you can learn in Module 8.
- ➔ There are many ways to connect with your audience and jokes are at the bottom of the list! Modules 7, 8 and 9 will open your eyes to a whole range of possibilities. Module 4 tells you how to get the right visual support.
- ➔ You're not alone if you've rehearsed with a colleague. And not if you create the right atmosphere with your audience. Module 10 shows you how Q&A can actually be a highlight of your presentation.

1A Opening and closing



People tend to remember openers more than any other part of a presentation, except perhaps for the closing remarks.
Andrew Leigh, Maynard Leigh Associates, www.maynardleigh.co.uk



The secret is: have a good beginning, a good ending and keep them as close together as possible!
George Burns, actor and comedian

1 What's more important in a talk: how you start or how you finish? Which do you find more challenging? Compare with a partner.

2 According to communication expert Andrew Leigh, there are four stages to opening a presentation. He calls these the A, B, C and D of openings. What do you think those letters stand for?

- 1 Capture your audience's interest instantly = A _ _ E _ T _ _ N
- 2 Explain what they will gain from the talk = B _ N _ F _ T
- 3 Show them you have the authority to speak = C _ _ D _ B _ _ _ _ Y
- 4 Give them a route map of the presentation = D _ R _ _ T _ _ N

3 Now match the openings below to the stages in 2. There are two openings for each stage.

a

In the 60 minutes it will take me to give this presentation, 7,000 US businesses will go bust.

b

In my 15 years in Silicon Valley I've learned quite a bit about managing risk.

c

Somebody once said: 'a brand is a promise'. But what happens when that promise is broken?

d

By the end of this morning's talk you'll know how to say 'No' and feel good about it.

e

My presentation this afternoon is in three main parts. Feel free to interrupt as we go along.

f

What I hope you'll get from this afternoon's session is a clearer idea of how CRM works.

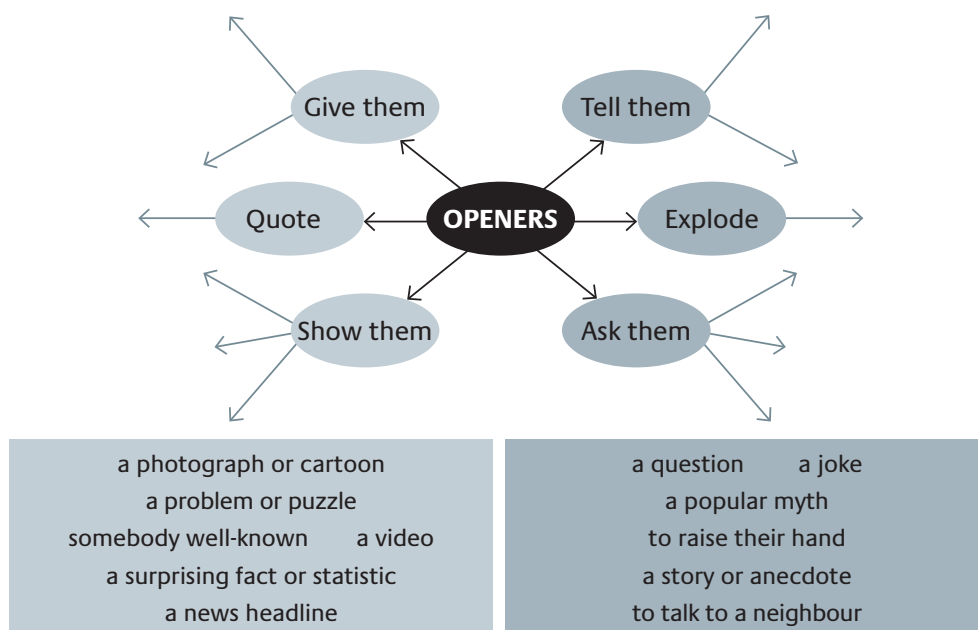
g

I was fortunate enough to be part of the team at VW that developed the original Golf GTI.

h

Today we're looking at options A and B. And I'll be happy to take questions at the end.

4 What ways are there of capturing your audience's interest right at the start of a talk? With a partner complete the mind map opposite, using the phrases in the boxes.



- 5 **1.02** Listen to the openings of five different presentations. After each extract discuss the questions below with a partner.
- Extract 1:** What two pieces of information does the speaker open with? Did they surprise you? In two words, what's his presentation going to be about?
- Extract 2:** What popular myth does the speaker explode? What two examples does she give to support her case?
- Extract 3:** What does the speaker ask her audience to do? She draws an analogy between backing up your hard disc and going to the dentist. What's the similarity?
- Extract 4:** The speaker introduces the subject of competitiveness in three ways: a quote, a joke and a task. Which works best for you?
- Extract 5:** How does the speaker show his audience that he really understands their business? How does he introduce his company?
- 6 Which openings in 5 do you find the most effective?
- 7 Some of the presentation openings you've just listened to are listed below. Write in the missing words.
- | | | | | | | | |
|---------|------|------|------|---------------|-------|------|------|
| imagine | joke | know | like | misconception | raise | said | turn |
|---------|------|------|------|---------------|-------|------|------|
- a Did you that ...?
- b Could I ask you to your hand if you ...?
- c Could you to a partner and discuss ...?
- d Just what it would be like to ...
- e I think it was ... who
- f There's a common that ...
- g My favourite about that is ...
- h How would you to be able to ...?
- 8 Write an ABCD opening for a presentation you might give and present it to the rest of your group. If you like, use one or more of the expressions in 7 to gain your audience's attention.

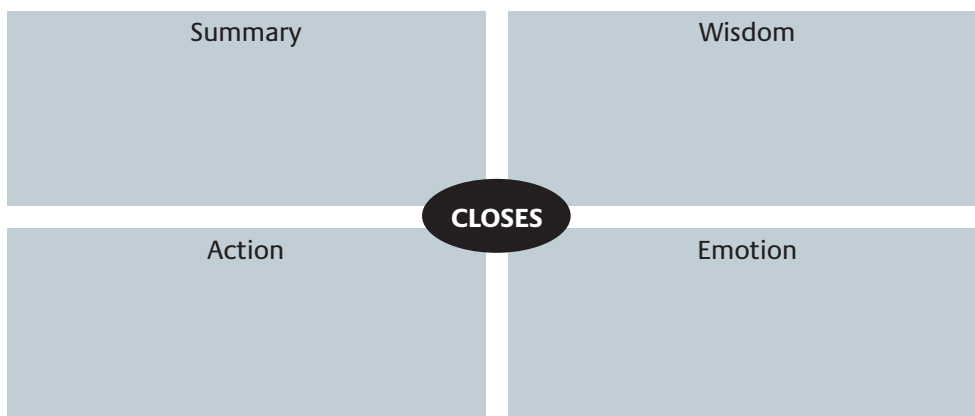
1B Opening and closing



Try to make your last line or two truly eloquent, meaningful, touching, accurate and wise. Always memorise your last few lines. This is the time to deliver straight to them: eye to eye, person to person. Try to leave them with a thought that will continue to provide an echo after you stop.

Sonya Hamlin, Sonya Hamlin Communications

- 1 Many of the techniques you can use to open a presentation will also work well to close one. But this is your last chance to get your message across. How far do you agree with what Harvard Law School presentations coach Sonya Hamlin has to say about closing a talk?
- 2 **1.03** Listen to the closing moments of four presentations and number the techniques in the order you hear them.
dramatic summary ☐ famous wise words ☐ call for action ☐ heart-felt message ☐
- 3 In your opinion, which of the closes in 2 does best what Sonya Hamlin says it should do?
- 4 Group the expressions according to which closing technique they can best be used for.




- a Let's take a look back at what we've spoken about this morning.
- b I'm reminded of the words of ...
- c Now let's get out there and ...!
- d If you take just one thing from this talk, take this ...
- e In the end, this is what matters
- f Here, at a glance, are the main points I've made ...
- g So, how to sum up?
- h I'm counting on you to ...
- i We have a saying where I come from ...
- j So what does all this really mean for you – personally?
- k In a nutshell, then ...
- l In the famous words of ...
- m So, next time you ..., remember to ...

- 5 Communication skills trainer and bestselling author Andy Bounds has some useful advice about summarising your talk at the end. How could you avoid the danger he describes in this extract from one of his podcasts?

When you prepare a presentation, don't use the word 'summary' at the end. The word 'summary' switches people off. Think about it. When I say the word 'summary' at the end of this podcast, you'll think 'Oh, right, he's going to repeat himself' and you'll click off and stop listening. That's what I'd do. And if you don't believe me, sit at the back of the seminar and watch what happens to the room when the speaker says 'summary'. You'll see people actually put their coats on and leave.

Andy Bounds, communications expert




- 6  **1.04** Read and listen to TV presenter Quentin Willson's superlative summary of the E-Type Jaguar. Think of another glamorous and brilliantly designed product you admire (a fashion item, a smartphone, a perfume, a motorbike) and use the same basic framework in bold below to sum it up to a partner.

So, how do you sum up a car like this? **I could tell you that** it was the making of Jaguar, **that** it was the first car to be mathematically designed **and that** even Enzo Ferrari said that it was the one car in the world that he wished he'd made. **But that** would be to sell it short. **It was, is and always will be** a poem in steel **and** agonisingly pretty. **The E-Type is quite simply** the most beautiful car **in the world.**

Quentin Willson, TV presenter



- 7  **1.05** Listen to the opening and close of a presentation about presenting. The presenter is using a technique called 'The Loop'. How does it work? Why is it so effective?
- 8 With a partner, prepare the opening and close for a simple product or service presentation and present them to the rest of your group. Turn to page 78 for product and service ideas or use an idea of your own. You can evaluate your performance using the feedback form on the website.

2A Smooth structure

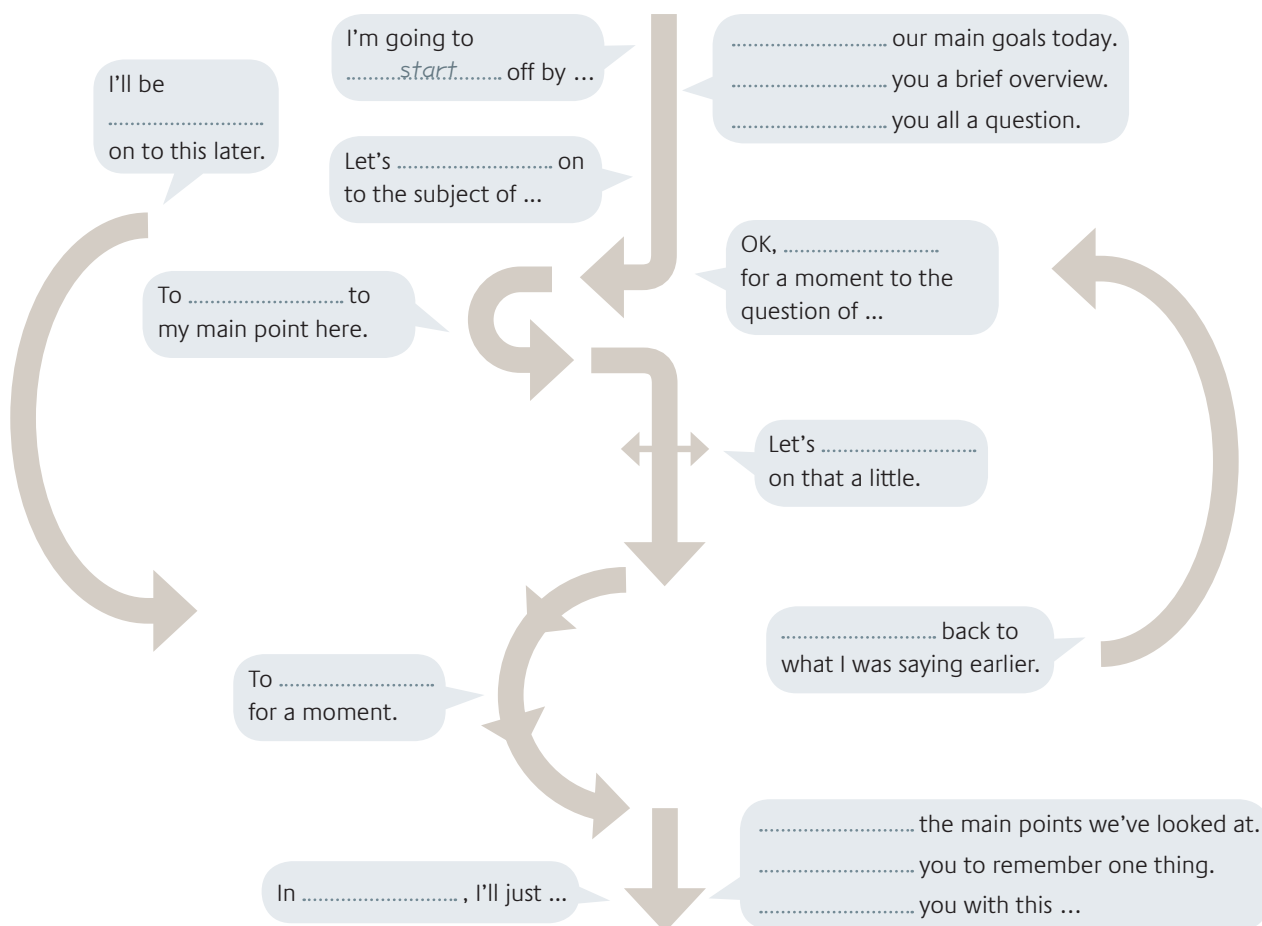


A presentation is very much like a journey. We need to explain: 'Where are we going?' And then along that journey as we move through it, we need to explain how we're moving on. Are we making progress? And, finally, when we get to the end, we've got to close our presentation in a way that's more engaging than 'Any questions?' So finding something that reiterates those key points at the end is absolutely essential.

Rob Geraghty, The Wow Factor

- 1 Rob Geraghty mentions some of the ways in which a presentation is like a journey. Can you think of any others?
- 2 If a presentation is a kind of journey, then the ability to signpost that journey is clearly critical. Complete the 'signpost language' below:

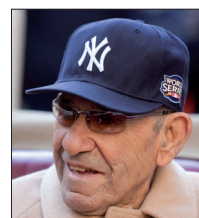
ask digress expand leave move return **start** summarise
asking closing coming giving going outlining turning



- 3 Referring to points you made earlier in your presentation is a good way to show the coherence of your talk and strengthen your arguments. Mentioning what you'll be talking about next can build anticipation, as long as you don't get too much ahead of yourself! Decide whether the phrases below refer back or point forward and circle the appropriate arrow.

If you don't know where you're going, you'll probably end up somewhere else.

Yogi Berra, baseball legend



- a Earlier we saw ... $\leftarrow \rightarrow$ f So, the next question is ... $\leftarrow \rightarrow$
b This leads us on to ... $\leftarrow \rightarrow$ g As we discussed ... $\leftarrow \rightarrow$
c As you'll recall ... $\leftarrow \rightarrow$ h This brings us on to ... $\leftarrow \rightarrow$
d Later we'll see ... $\leftarrow \rightarrow$ i This goes back to ... $\leftarrow \rightarrow$
e You'll remember ... $\leftarrow \rightarrow$ j By the end of this talk ... $\leftarrow \rightarrow$
- 4 1.06 Being able to show a logical link between your main points is very important in a presentation. Link the presentation extracts below and label the 'link phrases' with the appropriate function. Then listen and check your answers. The first one has been done for you.

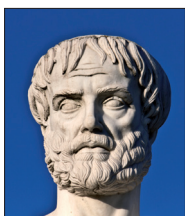
cause \longrightarrow effect	effect \longrightarrow cause	action \longrightarrow purpose
point \longrightarrow contrast	point \longrightarrow addition	point \longrightarrow specification

- | | |
|--------------------------------------|---|
| a Turnover for Q3 is well up, | and what's more , there never will be. |
| b Avoiding risk is a mistake, | has resulted in reduced profitability. |
| c We need to constantly reassess | whereas in the rest of Asia it's tripled. |
| d A rise in the price of oil | thanks mostly to increased sales in Russia. |
| e Demand is down 3% in Japan, | especially in the long term. <i>point \rightarrow specification</i> |
| f There's no market for low quality, | so that we don't lose our competitive lead. |
| g The recent flood of cheap imports | as a result of the merger announcement. |
| h We need to move fast | and yet these have not converted into sales. |
| i Our share price has soared | in particular on what it is we do best. |
| j Now is the time to focus – | in order to take advantage of this opportunity. |
| k Our website's receiving more hits, | plus , it's a growing one. |
| l It's an enormous market; | may lead to a price war. |
- 5 Turn to page 79 to practise using some of the key signpost language you've studied.



2B

Smooth structure




{ In making a speech, one must study the proper arrangement of the various parts.
Aristotle, Greek philosopher

- How do you plan your own presentations? Do you have a system for 'arranging the various parts'? Compare techniques with a partner.
- Look at the different types of presentation below and choose the one you'd be most likely to give yourself. Modify it if you need to.

a Putting forward a proposal	g Announcing a breakthrough
b Describing a new product or service	h Outlining a business plan
c Reporting a set of financial results	i Pitching for (increased) resources
d Giving a motivational speech	j Giving a project update
e Announcing a series of changes	k Announcing a decision
f Troubleshooting a problem	l Describing a new process
- Decide which three or four of the following parts you'd want to include in the presentation you chose in 2. Then put those parts into the most effective order and explain your structure to a partner.

action aims causes competition costs customer need data
 decision future idea implications investment issue key benefits
 main features market potential need opportunity options past
 plan potential objections present problem procedure
 recommendations research results targets threat us

-  **1.07** Listen to extracts from three different presentations and connect up the parts as they are delivered. Each presentation begins with an attention-getter and then progresses through three stages.

Extract	Attention-getter	Stage 1	Stage 2	Stage 3
1	audience task	popular myth	opportunity	actual fact
2	proverb	threat	customer benefits	action
3	surprising statistic	product features	data	comparison

- How did the language the presenters used in 4 help you to decide what stage of their presentation they were at?
- Certain expressions are commonly used to talk about different parts of a presentation. Look at the sets of expressions opposite and label the part they refer to below.

benefits	comparison	data	features
implications	issues	options	popular myth
potential objections	projections	pros and cons	truth



- 7 **1.08** Listen to a manager for a financial services company giving a presentation about interdepartmental communications and complete her visual aids.

	Problems	Options	Recommendations
All m..... problems are p..... problems.	<ul style="list-style-type: none"> resistance to new t..... respect between d..... lack of c..... 	<ul style="list-style-type: none"> make use m..... set up a f..... for discussion r..... the company 	<ul style="list-style-type: none"> K..... M..... forum F2F, o..... or both? dedicated i....., KM w.....

- 8 Turn to page 80 to practise delivering a short, structured presentation of your own, which you will present to your group. You can evaluate your performance using the feedback form on the website.