

# SPEAKING 5

---



# AN INTRODUCTION TO PUBLIC SPEAKING





**Good speakers/presenters are not born,  
they are developed.**





OXFORD Business English

# English for Presentations

Marion Grussendorf

EXPRESS SERIES



OXFORD



HUE UNIVERSITY  
COLLEGE OF FOREIGN LANGUAGES  
Department of English

ĐẠI HỌC HUẾ

## PUBLIC SPEAKING

*A COURSE OUTLINE*



Designed by Tran Thi Thu Suong, M. Ed

LƯU HÀNH NỘI BỘ

Hue, October 2006

# What is Public Speaking?

Public Speaking is a **'formal' face-to-face communication method** where a person(s) uses the medium of **speech** to **Inform** and/or **Influence** a group of listeners (an audience).

---



# Importance of Public Speaking





# Importance Of Public Speaking

- Demonstrate knowledge
- Increases knowledge
- Impress others
- Develop and shows confidence
- Differentiate you in your workplace
- Opportunity to promote yourself
- Make your business successful



## Types of Public Speaking

There are 3 Important types of Public Speaking

- ✓ Informative
- ✓ Persuasive
- ✓ Entertaining



However, there are other types of Public Speaking also such as

- ✓ Ceremonial
- ✓ Extemporaneous
- ✓ Demonstrative
- ✓ Motivational





## Informative Public Speaking



### Informative:

When a person gives a speech before an audience to impart information on a particular topic or issue, it said to be an informative speech.

Business presentations, seminars in colleges, class presentations in schools are some examples of informative speeches.



## Persuasive Public Speaking



### **Persuasive:**

Persuasive speeches are those where one tries to persuade or convince a group of people. These speeches aim to influence and change the opinions of the audience.

Persuasive speeches are most commonly used by sales and marketing people to attract the interest of potential clients in their products.



# Entertaining Public Speaking



## Entertaining

Entertaining Speeches are those where one tries to commemorate or humor the listeners. The Speaker make them happy through Jokes and Short Stories.

Standup comedy shows are examples of Entertaining Public Speech





# What factors are required for Public Speaking?

- **Planning & Preparation**
  - **Positive Non-Verbal Communications**
  - **Confidence**
- 



# Just A Minute

The aim of this game is to **speak for a full 60 seconds** on your randomly selected topic without any

- **Hesitation**

*A pause longer than three seconds.*

- **Repetition**

*Using the same words or phrases repeatedly (excluding the phrase of the topic)*

- **Deviation**

*Going completely off the given topic.*



You will get **one point** for each second you are able to speak on your topic without being successfully challenged by a member of your audience. If you are able to speak for the full 60 seconds on your topic without any successful challenges you will receive **ten extra points**.

Each successful challenger will get **one point**, however each unsuccessful challenger will get **minus one point**.

# Planning & Preparation

All Public Speaking activities require Planning & Preparation!

Public Speaking Time Allocation

90%

On Planning  
& Preparation

10% on Delivery

Before you can start to plan and prepare the message and the structure for your Public Speaking activity you will need to consider the...

- Purpose
- Audience
- Timings

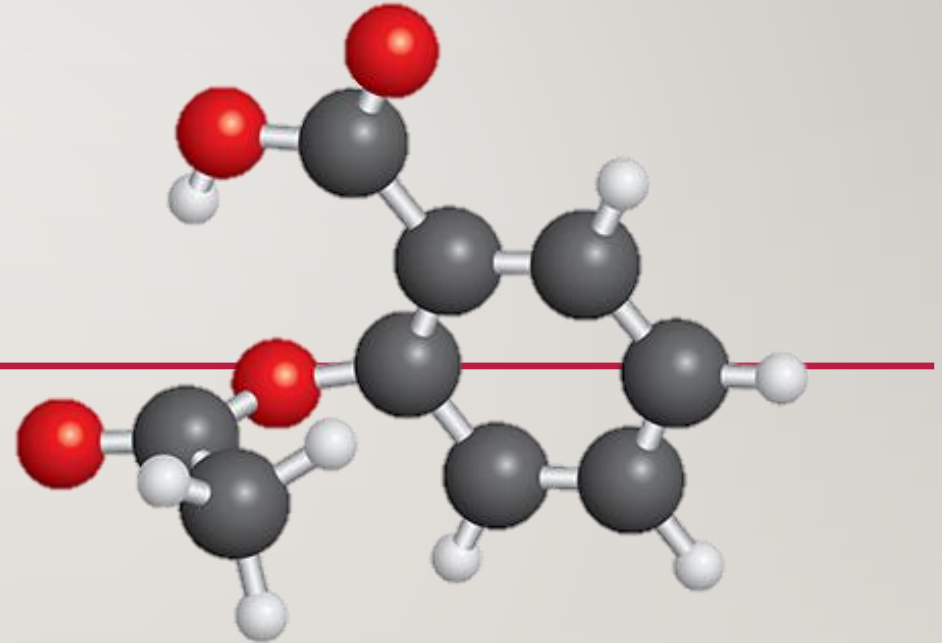


# Planning & Preparation

Public Speaking can only inform and/or influence an audience if it is delivered in a **structured way!**

The best way to ensure that your Public Speaking activity is structured is to **plan & prepare notes** that can be used as a guide when speaking.

Your notes should be headings and key words bullet-point format and not a word for word script of everything you want to say.



# Non-Verbal Communication

Face-To-Face Communications Breakdown

70%

Body Language

23% Voice Pitch & Tone

7% Words Used

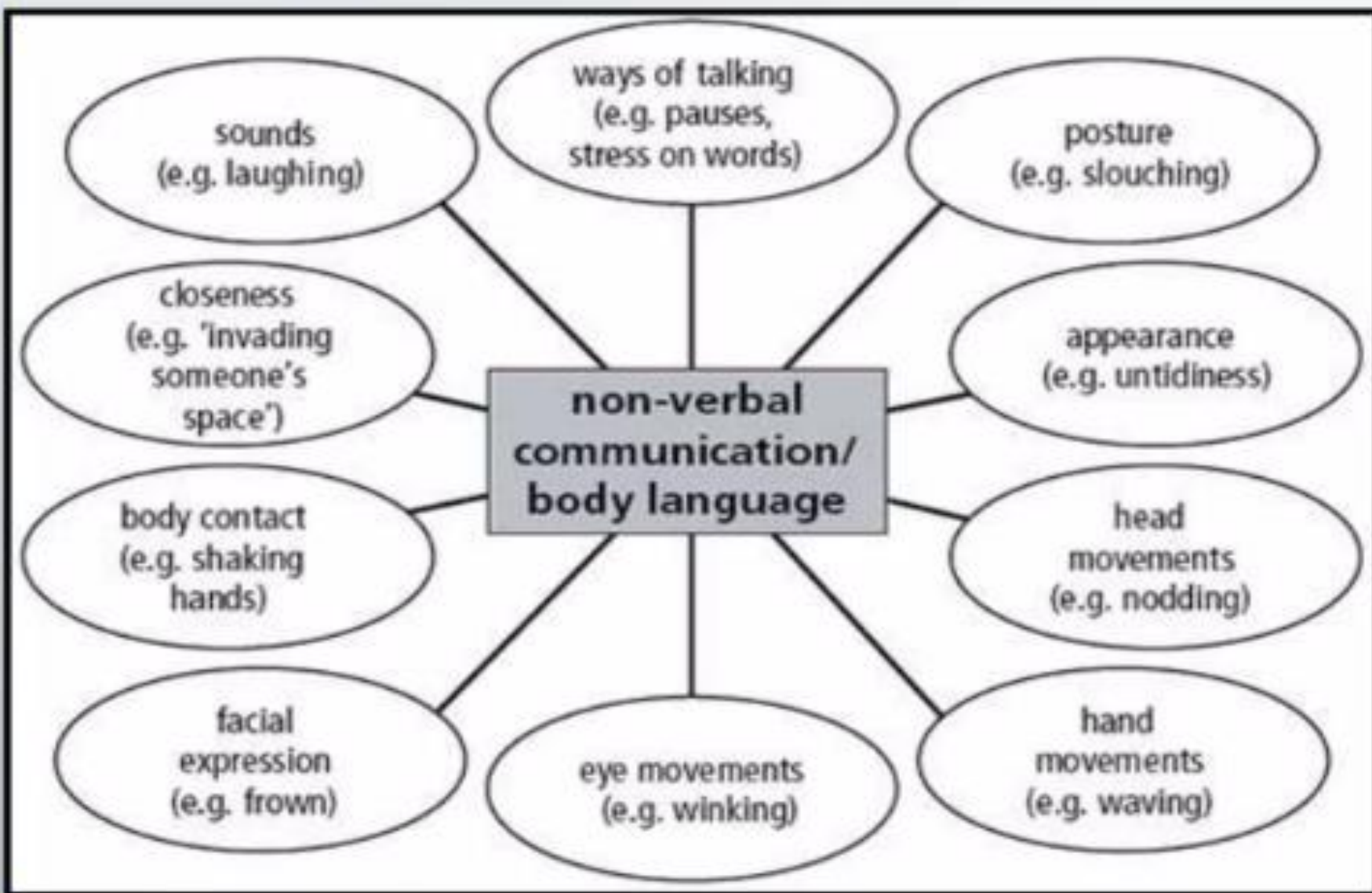
Public Speaking isn't just about what you say; **It's also about how you say it!**

When undertaking any Public Speaking activity you need to be mindful of...

- Your Posture & Body Movements
- Your Facial Movements & Making Regular Eye Contact
- Your Voice Pitch & Tone



## Words don't count!



70% of your  
Communication  
does not  
depend on what  
you speak, but  
how you Speak

Let's take a closer look on all of them....



# Non-Verbal Communication

## Positive Examples Of Non-Verbal Communication

Head Looking Up

A Smile

Small Hand & Arm  
Gestures

Free Arms

Keeping To One Area  
Of The Stage

Making Eye Contact  
With Various Members  
Of The Audience

## Negative Examples Of Non-Verbal Communication

Head Looking Down

A Frown

Exaggerated Hand  
& Arm Gestures

Folded Arms

Wondering About  
The Stage

Only Focusing Your Eye  
Contact On One Or Two  
Members Of The Audience

# LESSON 1: LET'S GET STARTED

Work with a partner. Ask the questions below and make a note of the answers.  
Then tell the group what you found out and discuss.



- ① How often do you give presentations in your job?
- ② Who do you normally present to? (Colleagues, customers, other firms, etc.)
- ③ When was the last time you gave a presentation in English? Was it a success? If yes, why? If not, why not? Explain your answer.
- ④ How do you feel about presenting in a foreign language?
- ⑤ Think of an excellent (or terrible) presentation that you have attended. What made it good (or bad)?

**1** Listen to the opening sentences of the three presentations and complete the table.

	Presentation 1	Presentation 2	Presentation 3
Presenter's name			
Presenter's position/function			
Topic of presentation			
Who is the presentation for?			

Which presentations are formal and which less formal?



## 2 Listen to the openings again and complete the sentences.

### Presentation 1

- 1 \_\_\_\_\_, let me thank you all for being here today.
- 2 Let me \_\_\_\_\_ myself. My name is ...
- 3 I'm here today to \_\_\_\_\_ our new semi-automatic shelving system.
- 4 My talk is \_\_\_\_\_ relevant to those of you who \_\_\_\_\_ for the different parts we supply.

### Presentation 2

- 5 I'm happy that so many of you could \_\_\_\_\_ today at such short \_\_\_\_\_.
- 6 As you can see on the \_\_\_\_\_, our \_\_\_\_\_ today is project documentation.
- 7 This is extremely \_\_\_\_\_ for all of us who are directly \_\_\_\_\_ in international project management, right?

### Presentation 3

- 8 I'm \_\_\_\_\_ that you all have very tight \_\_\_\_\_, so I appreciate you taking the time to come here today.
- 9 As you \_\_\_\_\_ know, my name is ... . I'm the new \_\_\_\_\_ manager here at Weston Ltd.
- 10 Today's topic will be very important for you as \_\_\_\_\_ since \_\_\_\_\_ your help to evaluate and select candidates for training.

3 Put the sentences from above in the correct category (a–d).

- a saying what the topic is: ☐ ☐
- b welcoming the audience: ☐ ☐ ☐
- c saying who you are: ☒ 2 ☐
- d saying why the topic is relevant for the audience: ☐ ☐ ☐

Now put a–d in the order you would use to start a presentation.

☐ ☐ ☐ ☐



## OPENING A PRESENTATION

### Welcoming the audience

Good morning/afternoon, ladies and gentlemen.  
Hello/Hi, everyone.

First of all, let me thank you all for coming here today.

I'm happy/delighted that so many of you could make it today.

### Introducing yourself

Let me introduce myself. I'm Dave Elwood from ...  
For those of you who don't know me, my name's ...  
As you probably know, I'm the new HR manager.  
I'm head of logistics here at Air Spares.  
I'm here in my function as the Head of Controlling.

### Saying what your topic is

As you can see on the screen, our topic today is ...  
Today's topic is ...

What I'd like to present to you today is ...  
The subject of my presentation is ...

### Explaining why your topic is relevant for your audience

My talk is particularly relevant to those of you/us who ...

Today's topic is of particular interest to those of you/us who ...

My/The topic is very important for you because ...  
By the end of this talk you will be familiar with ...

**!** Remember to use words like *we*, *us*, and *our* to highlight common interest.



## STRUCTURING A PRESENTATION (2)

The purpose of the introduction is not only to tell the audience who you are, what the talk is about, and why it is relevant to them; you also want to tell the audience (briefly) how the talk is structured. Here are some useful phrases to talk about the structure.

*I've **divided** my presentation **into** three (main) parts: x, y, and z.*

*In my presentation I'll **focus on** three major issues.*

***First (of all)**, I'll be looking at ..., **second** ..., and **third** ...*

*I'll **begin / start off by** explaining ...*

***Then / Next / After that**, I'll go on to ...*

***Finally**, I'll offer some solutions.*

- ! The most common way to structure a presentation is to have three main parts, and then subdivide them into (three) smaller sections.

## **ORGANIZATION**

The final part of the introduction deals with the organization of the talk: how long it will last, whether there will be handouts, and how questions will be handled.

### **Timing**

My presentation will take about 20 minutes.

It should take about 30 minutes to cover these issues.

### **Handouts**

Does everybody have a handout/brochure/report? Please take one, and pass them on.

Don't worry about taking notes. I've put all the important statistics on a handout for you.

I'll be handing out copies of the PowerPoint slides at the end of my talk.

I'll email the PowerPoint presentation to you.

### **Questions**

There will be time for questions after my presentation.

If you have any questions, feel free to interrupt me at any time.

Feel free to ask questions at any time during my talk.

## GETTING THE AUDIENCE'S ATTENTION

Experts say that the first few minutes of a presentation are the most important. If you are able to get the audience's attention quickly, they will be interested in what you have to say. Here are a few techniques you can use to start your talk.

### **Ask a rhetorical question**

Is market research important for brand development?

Do we really need quality assurance?

### **Start with an interesting fact**

According to an article I read recently, central banks are now buying euros instead of dollars.

Did you know that fast food consumption has increased by 600% in Europe since 2002?

### **Tell them a story or anecdote**

I remember when I attended a meeting in Paris. ...

At a conference in Madrid, I was once asked the following question: ...

### **Give them a problem to think about**

Suppose you wanted to set up a new call centre. How would you go about it?

Imagine you had to reorganize the sales department. What would be your first step?



## LESSON 2: TODAY'S TOPIC IS...

### CHECKLIST FOR THE MAIN PART OF A PRESENTATION



- ☒ 1 **B**riefly state your topic again.
- ☒ 2 **E**xplain your objective(s).
- ☒ 3 **S**ignal the beginning of each part.
- ☒ 4 **T**alk about your topic.
- ☒ 5 **S**ignal the end of each part.
- ☒ 6 **H**ighlight the main points.
- ☒ 7 **O**utline the main ideas in bullet-point form.
- ☒ 8 **T**ell listeners you've reached the end of the main part.

Listen again to how the presenters talk about the purpose of their talks. Complete the sentences.

- 1 What \_\_\_\_\_ today is to make some suggestions on how we can make our handbooks more user-friendly.
- 2 The \_\_\_\_\_ of my talk is to provide you with information on the \_\_\_\_\_ in the insurance market in the last few months.
- 3 What I \_\_\_\_\_ this morning is to show you how we could reorganize our working hours.
- 4 The \_\_\_\_\_ is to bring you up to date with the latest changes which will be introduced on January 1.

**Use the notes to write sentences which can be used to state the purpose of a presentation.  
(Put in prepositions and other words where necessary.)**

1 purpose of talk today / update you / new developments / R&D

---

---

2 what I want to do / present alternatives / existing booking procedures

---

---

3 my aim / show / how cut costs / IT support

---

---

4 objective of presentation / give overview / British job market

---

---

5 our goal / determine / sales targets / next year

---

---

6 here today / report / company's investment plans

---



**'Signposting' phrases are used to help guide the audience through a presentation.**

**Complete this box of useful phrases with highlighted phrases from the presentation in exercise 4.**

### **SIGNPOSTING**

#### **Saying what is coming**

1 *In this part of my presentation, I'd like to tell you about ...*

2 \_\_\_\_\_

#### **Moving on to the next point**

This leads directly to the next part of my talk.

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

#### **Indicating the end of a section**

This brings me to the end of my second point.

6 \_\_\_\_\_

7 \_\_\_\_\_

#### **Referring back**

As I mentioned before, ...

8 \_\_\_\_\_

Let's go back to what we were discussing earlier.

9 \_\_\_\_\_

#### **Summarizing a point**

I'd like to sum up the main points.

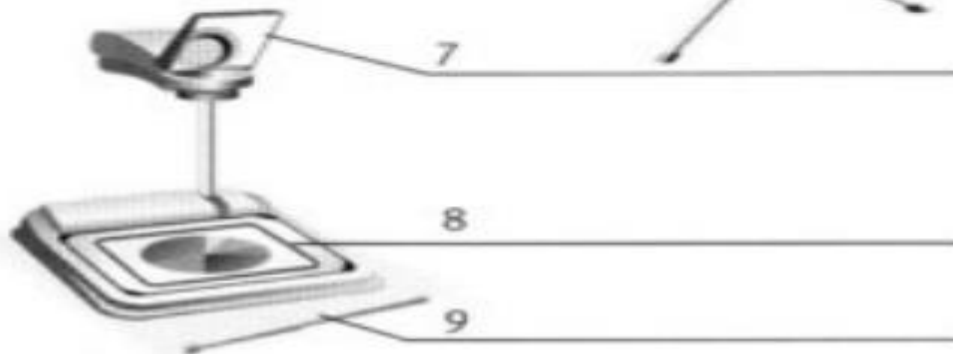
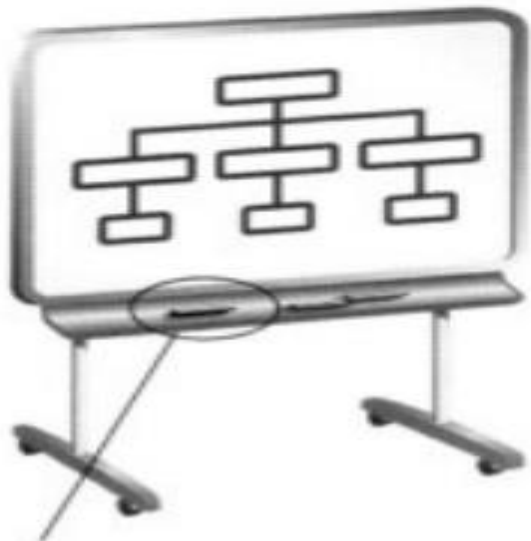
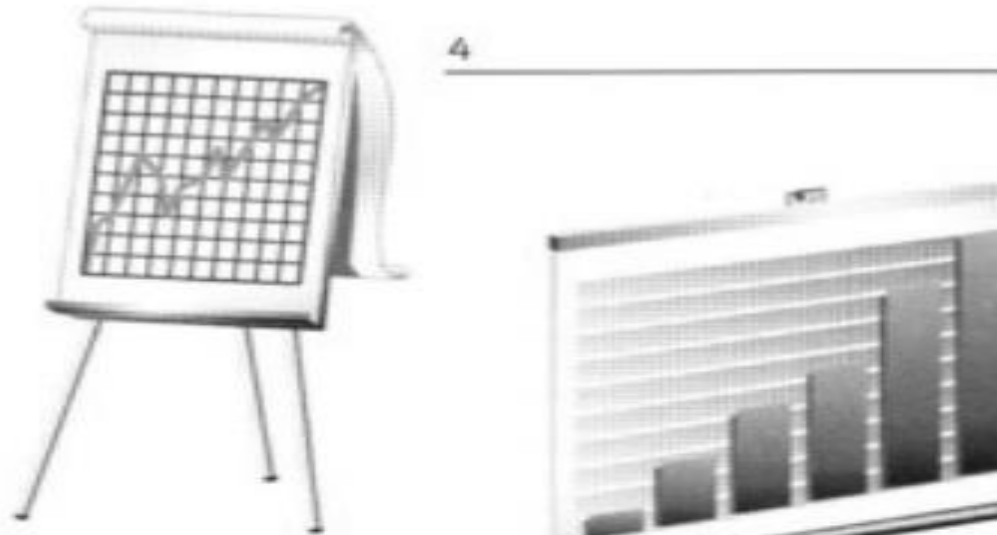
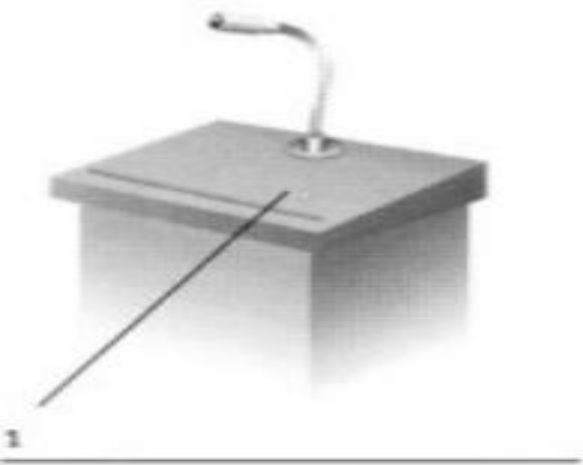
Let me briefly summarize what I've said so far.

Make 'signpost' sentences using elements from each column.

1 Before I move on to my next point,	come back to	next question.
2 This brings	the issue	point, which is price.
3 This leads	let me go	this question later.
4 Let's now turn to	we were discussing	our new sales strategies.
5 As I mentioned	to the next	a brief overview of our activities.
6 I'd like to	before, I'd like to give you	earlier.
7 Let's go back to what	us directly to my	through the main issues once more.
8 As I said earlier,	I'll be focusing on	of customer service.

# LESSON 3: MY NEXT SLIDE SHOWS

Do you know the English names of these media and tools used in presentations?



### Presentation 1

- 1 Take a look at \_\_\_\_\_.
- 2 They clearly \_\_\_\_\_ how a combination of two significant external factors affected our business in the first \_\_\_\_\_ of this year.
- 3 I'll just write some \_\_\_\_\_ on the \_\_\_\_\_ and then we will go on to discuss the next point.

### Presentation 2

- 4 OK. Let's now \_\_\_\_\_ at our new magnetic ski rack Matterhorn which was launched in August.
- 5 On the \_\_\_\_\_ you will see an \_\_\_\_\_ of the Matterhorn X-15.

### Presentation 3

- 6 These are the \_\_\_\_\_ for Europe for the \_\_\_\_\_ three quarters of this year.
- 7 As you \_\_\_\_\_ here, we've had a very successful year.
- 8 To highlight our success even further, let's \_\_\_\_\_ to the 2003 figures





## EMPHASIZING IMPORTANT POINTS

**Using a verb** (*stress, emphasize, etc.*)

I'd like to **stress** the following point.

I'd like to **draw your attention** to the latest figures.

I'd like to **emphasize** that our market position is excellent.

**Using what**

What is really important is how much we are prepared to invest.

What we should do is talk about intercultural problems.

**Rhetorical questions**

So, just how good are the results?

So, where do we go from here?

Why do I say that? Because ...

**Adverb + adjective construction**

It would be **completely wrong** to change our strategy at this point.

We compared the two offers and found the first one **totally unacceptable**.

I think this fact is **extremely important**.

First complete this excerpt from a presentation with words from the box. Then listen and check.

let's talk about • draw your attention • have a look • it's quite remarkable •  
on the other hand • the figures also show that • you'll see • can we explain

I'd now like to \_\_\_\_\_<sup>1</sup>  
to the regions where poverty has been  
reduced. If you look at the bar chart on the left,  
\_\_\_\_\_<sup>2</sup> that the proportion of  
global population living on less than \$1 a day  
has dropped. \_\_\_\_\_  
\_\_\_\_\_<sup>3</sup> in South Asia the  
proportion of extremely poor people has been  
reduced from 41 to 31%. \_\_\_\_\_  
\_\_\_\_\_<sup>4</sup> how much progress has  
been made by China. \_\_\_\_\_<sup>5</sup>, poverty has increased in many parts of Africa,  
Latin America, and Eastern Europe. How \_\_\_\_\_<sup>6</sup> this uneven development?  
To answer this question, we'll \_\_\_\_\_<sup>7</sup> at the latest study from the World Bank.  
First, \_\_\_\_\_<sup>8</sup> the figures that indicate global progress.



What are these visuals called in English? Match the numbers to the descriptions.

bar chart ☐

table ☐

technical drawing ☐

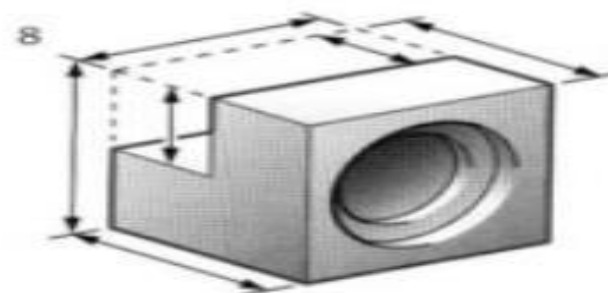
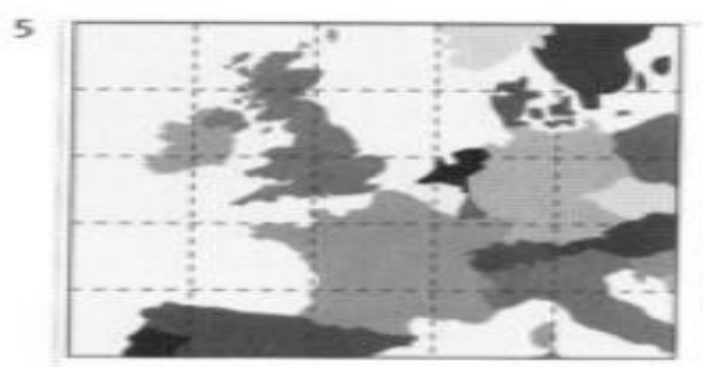
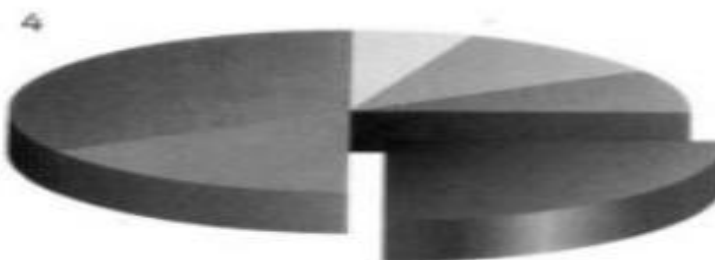
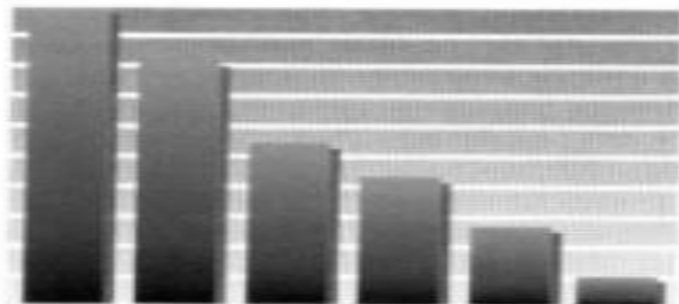
flow chart ☐

map ☐

(line) graph ☐

pie chart ☐

organizational chart/organigram ☐



	A	B	C	D
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				



Listen to excerpts from three presentations and say what visuals are used.

**Presentation 1:** \_\_\_\_\_ **Presentation 2:** \_\_\_\_\_ **Presentation 3:** \_\_\_\_\_

Now listen again and complete the sentences.

**Presentation 1**

- 1 The next \_\_\_\_\_ shows the \_\_\_\_\_ by age in our company.
- 2 You can see that the biggest \_\_\_\_\_ (...) indicates the \_\_\_\_\_ of employees in the age group 30 to 50.

**Presentation 2**

- 3 Let's now \_\_\_\_\_ at the sales figures over the past five years.
- 4 The key in the bottom \_\_\_\_\_ corner shows you which colour \_\_\_\_\_ which area.
- 5 OK, so I'd like to first \_\_\_\_\_ your attention to the sales figures for France – that's the blue line here.

**Presentation 3**

- 6 Now I'd like you to \_\_\_\_\_ at this next \_\_\_\_\_ which shows how the cost of living developed in Europe between 2003 and 2007.
- 7 If you look at the \_\_\_\_\_ on the \_\_\_\_\_, you will see that the highest increase was in 2001 with a rise of 2 \_\_\_\_\_.



## TALKING ABOUT VISUALS

The first rule of preparing effective visuals is that they should be clear and easy for the audience to follow. However, sometimes it is necessary to explain a more complicated visual and it is always necessary to point out the most important information.

### Explaining a visual

Let's now look at the next slide which shows ...

First, let me quickly explain the graph.

You can see that different colours have been used to indicate ...

The key in the bottom left-hand corner shows you ...

### Highlighting information

I'd like to start by drawing your attention to ...

What I'd like to point out here is ...

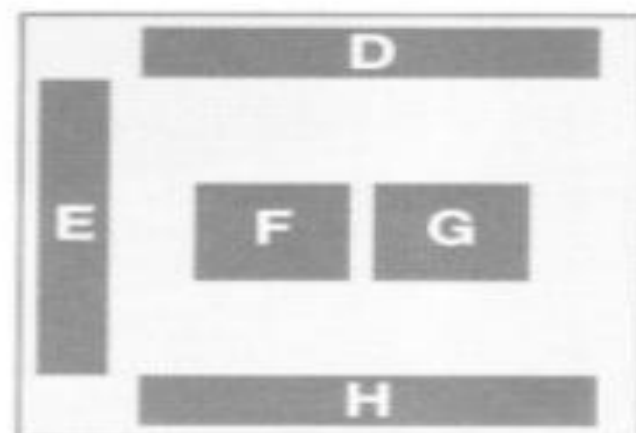
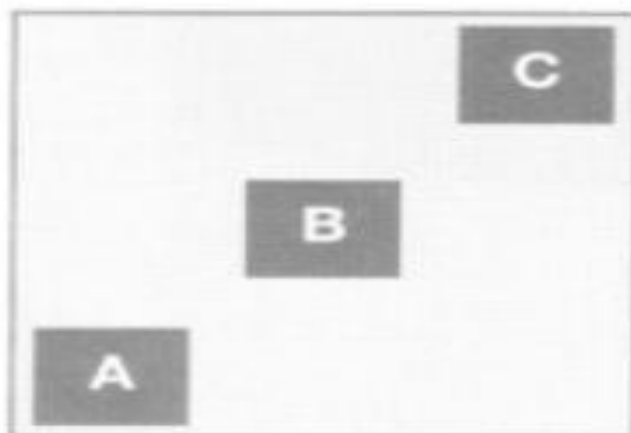
I think you'll be surprised to see ...

I'd like you to focus your attention on ...

Let's look more closely at ...

## 2 Which is the box :

- 1 in the centre? ☐
- 2 in the bottom left-hand corner? ☐
- 3 across the top? ☐
- 4 down the left side of the slide? ☐
- 5 on the left? ☐
- 6 in the upper right-hand corner? ☐
- 7 across the bottom? ☐
- 8 on the right? ☐



## 3

Match the two parts to make sentences used to talk about visuals.

- |  |   |
|--|---|
| 1 Let's now have a look                        | a shows our revenues since 2004.                    |
| 2 The black line gives us                      | b the next pie chart.                               |
| 3 Each line on the graph indicates             | c at how the new division will be structured.       |
| 4 In the upper right-hand corner               | d attention to the figures in the left-hand column. |
| 5 The graph on the following slide             | e you can see the specifications for the TP model.  |
| 6 Now I'd like you to take                     | f the sales figures for the VW Fox.                 |
| 7 The names of the new models are listed       | g table on the right.                               |
| 8 You can see the test results in the          | h a look at the next slide.                         |
| 9 This aspect of the problem is illustrated in | i the production output of a different product.     |
| 10 I'd like to draw your                       | j across the top.                                   |

## TALKING ABOUT TRENDS (PAST SIMPLE AND PRESENT PERFECT)

We use the past simple to talk about a movement or trend which happened in the past and is now finished. Signal words for the past simple are *last month/year, in January, from 1997–2001, during the oil crisis, etc.*

*In April the rate of unemployment **rose** to 5 million.*  
*Between May and July our export business almost **doubled**.*  
*In 2003 alone China's car production **increased** by 85%.*

We use the present perfect to talk about a movement or trend which started in the past but is not yet finished. Signal words are *since (since August), for (for five years), this month/year* or expressions with *over (over the past six months).*

*The number of German investors **has declined** since 1998. (It is still declining ...)*  
*The US economy **has grown** rapidly over the past four months. (It is still growing ...)*

Note the difference between *rise* and *raise*.

**to rise** (without an object)

Petrol prices **rose** again in May.

The number of tourists **has risen** to 2.6 million.

**to raise** sth (with an object)

The oil industry **raised** prices last year.

The European Central Bank **has raised** interest rates.

## LESSON 4: TO SUM UP....

**Look at these final statements from different conclusions. Which ones do you find most effective?  
Work with a partner to rank them (1 = most effective, 8 = least effective).**

- ☐ a Thank you very much for your attention.
- ☐ b In conclusion, I'd like to highlight our company's highly innovative products.
- ☐ c So, to put it in the words of the famous H. Gordon Selfridge, 'The customer is always right.'
- ☐ d Well, I don't know whether this was helpful but I'd like to leave it here.
- ☐ e We have all the facts. Let's get to work now!
- ☐ f The one last thing I'd like to say is: it's your choice.
- ☐ g So, that's all I have to say. I hope you haven't all fallen asleep!
- ☐ h To conclude, I want to come back to that story I told you at the start of my presentation and say one word: apple pie!

**What do the presenters try to achieve with the different endings?**



## EFFECTIVE CONCLUSIONS

### Using questions

After all, isn't that why we're here?

Let me just finish with a question: If we don't do it, won't somebody else?

### Quoting a well-known person

As ... once said, ...

To quote a well-known businessman, ...

To put it in the words of ..., ...

### Referring back to the beginning

Remember what I said at the beginning of my talk today?

Well, ...

Let me just go back to the story I told you earlier.

Remember, ...

### Calling the audience to action

So that's the plan. Now let's go and put it into practice!

So now it's your turn.

Now let's make a real effort to achieve this goal!

## USING YOUR VOICE EFFECTIVELY

**How** you say something is often just as important as **what** you say. You can use your voice and the way you stress words or make pauses in sentences to make your presentation more interesting and easier for the audience to follow.

### Stressing words

By emphasizing particular words or parts of words you create certain effects. Notice how you can change the meaning of a sentence by putting the stress on a different word.

*We all know that this is an **extremely** difficult market.* (it's more than just difficult)

*We **all** know that this is an extremely difficult market.* (you and I agree on this)

***We** all know that this is an extremely difficult market.* (but they don't)

### Making pauses

You can use pauses to slow your pace down and make your sentences easier to understand. Group words into phrases according to their meaning and make pauses between the phrases.

*In my opinion we should go into other markets.*

*In my opinion // we should go // into other markets.*

*On the other hand, the figures prove that we are on the right track.*

*On the other hand, // the figures prove // that we are on the right track.*