

Career skills

Making a presentation

When you are making a presentation, it is important to include appropriate language to show your audience what you are doing at different moments. This will make it easier for them to follow what you are saying and will signal the transitions between the different sections of your presentation.

Look at the following language, which can be used to signal the different sections in a presentation.

- | | |
|---------------------------------------|----------------------------------------|
| a <i>for instance</i> | h <i>to put it in simple terms</i> |
| b <i>in other words</i> | i <i>i.e.</i> |
| c <i>in brief</i> | j <i>I'll come back to that later.</i> |
| d <i>as you can see here</i> | k <i>moving on to</i> |
| e <i>to go on to (the next point)</i> | l <i>as this chart shows</i> |
| f <i>to sum up</i> | m <i>that brings me to</i> |
| g <i>such as</i> | n <i>another way of putting that</i> |

Which of a–n above would you use to do the following?

- 1 illustrate your presentation with examples (or visuals)
- 2 simplify or summarise sections of the presentation
- 3 show that you are changing to a different section of the presentation
- 4 reformulate or paraphrase what you have said

Listening 2

Listen to the introduction to a presentation given by Andrea Herra to a group of analysts and answer the questions.

- 1 What will the main sections of her presentation be?
- 2 Which of a–n above does she use?

Practice

Work in groups. Choose one of the next sections of Andrea's presentation (section 1 below, sections 2–5 on page 141). Read the notes and then prepare and present your section.

INNOVA

Section 1 Who we are

Registered in 2003
Sectors of activity
Products
Number of employees
Head office and research centre
CEO

founded by Gary Patton and Francis Fairbank
new materials research (chemical and bio-engineering)
patented biodegradable plastics
250
Pasadena, California
Andrea Herra

Culture at work

Presentation styles

When you give a presentation to an audience in another country, you may have to adapt the style of your presentation. In some cultures, audiences may react negatively to a presentation that is considered to be too flashy and over-optimistic. What style of presentation do people in your country use? Is it considered acceptable to use humour in a presentation?