

# BUSINESS PRESENTATION TIPS

Read the [article](#) “5 Tips for Creating a Great Business Presentation” by Miranda Marquit

## 1 WARM UP

**Task 1:** What do you think of when you hear the word “presentation”. Make a list below.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

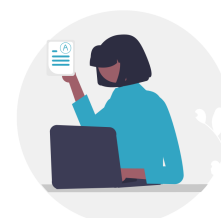


**Task 2:** Explain why you think of each word in relation to presentations.

## 2 PRESENTATION DISCUSSION

**Task:** Discuss the following questions as class.

- a. Do you give presentations in your professional life?
- b. Who is the audience at your presentations? Customers, colleagues...?
- c. What do you think are the biggest challenges when presenting?
- d. Do you receive feedback after a presentation?
- e. How do you ensure that you connect with the audience?



### 3 GOOD OR BAD PRESENTATION TIPS

**Task 1:** Decide if the statements are good or bad tips for giving business presentations.

1. Tell a story.
2. Read from a script.
3. Keep it simple.
4. Don't practice.
5. Know your material.
6. Use humour as much as possible.
7. Don't put all the information on the slides.
8. Don't use visuals (images, pictures etc.)
9. Speak clearly.
10. The design of your presentation is not important.

**Task 2:** Discuss the advantages and disadvantages of each tip.



## 4 FIVE TIPS FOR CREATING A GREAT PRESENTATION

**Task 1:** Read the article, and choose five tips from exercise 3 to complete the headings.

1. \_\_\_\_\_.  
Your business presentation doesn't have to be a work of fiction. But you should try to connect with your audience. Take your audience on a journey. When presenting to potential customers, a story helps them see your vision of success. Get your audience emotionally involved, and you will be more likely to convince them.

2. \_\_\_\_\_.  
Don't overwhelm the audience with a lot of points. Try to keep your presentation to between three and five main points. When presenting to others, you don't want to try to include everything. Instead, choose the powerful points that you want to make. Keep your business presentation as simple as possible, but still make it fun!

3. \_\_\_\_\_.  
Review important information beforehand so that you know it well. Not only will it help you answer questions easily, but it will also give you more confidence during your presentation. It will also mean that you refer to your notes less, and connect with your audience more.

4. \_\_\_\_\_.  
One of the main goals of a presentation is to communicate clearly. It can take a little practice, but when you're comfortable with the material and concepts, you should be able to explain them in a friendly and professional way. Don't try to sound smart during your business presentation. Instead, speak as naturally as possible. You want to sound approachable and competent. Avoid swearing (unless you know it fits the style you're going for), and stay away from big or unusual words.

5. \_\_\_\_\_.  
We're all used to using slides and visuals in our presentations. However, you want to be careful. Don't put everything on the slides. Display a few points and use the slides to show interesting images or figures, but don't put all the information on the slides. You should be giving the information, with the slides supporting you. If all you're doing is reading off the slides, it gets boring, and it's something that your audience could do themselves.

Link: [Article](#)



**Task 2: Research different synonyms for the following words.**

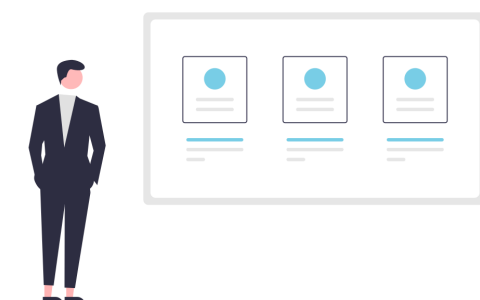
1. to convince.
2. to overwhelm.
3. to connect with somebody.
4. smart.
5. competent.
6. visuals.



**Task 3: Write a series of sentences or a short story using each word listed above.**

**Task 4: Write detailed answers to the following questions.**

1. Why is it important to tell a story during a business presentation?
2. Do you agree that one should keep it simple? Explain.
3. How can you make a business presentation “fun”?
4. How would you ensure that you know your material well?
5. Before a big presentation, do you present to your family / friends to practice?
6. Why is it important to speak naturally and clearly during a presentation?
7. Do you think swearing during a presentation is ever acceptable?
8. Do you agree that you should avoid putting too much information on slides? Why?
9. Do you use Google slides, Microsoft powerpoint or another platform? Explain.
10. Can you think of any other tips for giving a business presentation?



## 5 PRESENTATION LANGUAGE

**Task 1: Match the presentation stage from the box to the table.**

- |                             |                                |
|-----------------------------|--------------------------------|
| 1. Ending the presentation. | 5. Welcome your audience.      |
| 2. The agenda.              | 6. Beginning the main part.    |
| 3. Listing words.           | 7. Introducing the topic.      |
| 4. Involving the audience.  | 8. Give rules for questioning. |

Presentation stage	Common language
1. _____	"Hello, everyone, I'm delighted to be speaking with you today." "Hello, and thank you all for coming. I appreciate you being here on such a rainy Monday morning."
2. _____	"In this presentation, I am going to talk you through our sales results from this year." "For the next forty-five minutes, I am going to be speaking to you about our business proposal for the coming year."
3. _____	"Since we only have 45 minutes to discuss this huge topic, I'm going to keep things brief. This talk will be divided into four sections. To start off I will discuss..." "My presentation will take about 45 minutes and is divided into four sections. Section 1 is going to discuss..."
4. _____	"I'd be happy to answer any questions at the end of my talk." "Feel free to interrupt if you have any questions."
5. _____	"I'd like to start by talking about..." "To begin, let's look at..."
6. _____	"There are five main advantages to this approach... firstly, ... secondly, ... thirdly, ..." "There are five stages to the process. You start by... then, you should...after that..."
7. _____	"Well, that's just about all we've got time for today, unfortunately. I hope you enjoyed my talk." "That brings me to the end of my presentation. I hope my thoughts are clear."
8. _____	"Thank you for listening. We have five minutes left. Are there any questions?" "Thank you for your time. I'd now like to open up the floor to questions, so just raise your hand if there's anything else you want to know."

## 6 ROLE PLAY

**Task:** Work in pairs to complete the role exercise below.

- Read the role play scenario.
- Follow the instructions in the box.
- Take 5 minutes to plan your presentation, then present it to your partner.
- Use all the language and tips from today's lesson.

### Role Play Scenario

You are a sales manager at a company that sells electronics. You are in charge of a region that includes 30 stores, all in good city centre locations.

Your task is to give an end-of-year sales presentation to the Board of Directors.

You are under pressure because the yearly sales are down by 10%. This is due to a variety of factors, including staffing issues.

However, you are confident because your plans for the year ahead are strong. You have a detailed plan that includes improving in three key areas. One of the key areas you wish to improve is by hiring new skilled employees across the region.

### Instructions:

#### The presentation must provide:

- a summary of the previous year.
- the reasons why there was a decrease in sales.
- a forecast for the coming year.
- details of the three key areas you will improve.

#### The presentation must include:

- follow the presentation stages from exercise 5 of this lesson.
- include the language introduced in exercise 5.



## 7 QUOTES

**Task:** Discuss the quotes below, use the prompts to guide your answer.

1. Discuss the meaning of each quote.
2. How could you apply the meaning of each quote to your life?
3. To what extent do you agree / disagree with each quote?
4. Can you think of any real-life example where you have seen the meaning of each quote in practice?

**Quotes:**

"People who know what they are talking about don't need Microsoft PowerPoint"
"If you can't explain it simply, you don't understand it well enough."
"Tell me and I forget. Teach me and I remember. Involve me and I will learn."
"A presentation is a chance to communicate, not an opportunity to demonstrate how clever you are."

## 8 WOULD YOU RATHER?

**Task:** Have fun while discussing the following questions. Would you rather...

present to a large audience of strangers	or	a small audience of colleagues and management?
use a podium and not be able to move around during your presentation	or	be free to move around but without any podium?
handle questions from the audience during your presentation	or	reserve them for a Q&A session afterward?

# HOMework

## 1 IDIOMS RELATED TO PRESENTATIONS

**Task 1: Match the idioms to the correct definitions.**

- |                        |   |
|------------------------|---|
| 1. Do (one's) homework | a. relax and accept a situation, don't try to control it. |
| 2. Mind go blank       | b. an action taken to make something less impersonal.     |
| 3. Personal touch      | c. suddenly forget or are unable to think of something.   |
| 4. Go with the flow    | d. excessive with your emotions, lose self-control.       |
| 5. Get carried away    | e. study a subject in detail so you know a lot about it.  |

**Task 2: Complete the sentences using the idioms. You may need to change the tense.**

1. If there are technical difficulties during a speech, it is important to just \_\_\_\_\_.
2. His presentations are great because he always \_\_\_\_\_.
3. He wanted to connect with the audience, so he gave his presentation a \_\_\_\_\_.
4. The boss \_\_\_\_\_ talking about sales so he went 20 minutes over his time.
5. His presentation was a disaster because his \_\_\_\_\_ and he didn't have notes.

**Task 3: Practice using the idioms by writing detailed answers to the questions.**

- a. Do you always **do your homework** before a presentation? Explain your process.
- b. Has your **mind ever gone blank** during a speech? How did you recover?
- c. Do you believe it is important to give each of your presentations a **personal touch**?
- d. Why is it important to **go with the flow** during a presentation? What can go wrong?
- e. Do you think it could be advantageous to **get carried away** during a presentation?

