

Mark

When you present, you take your audience on a journey from where they are at the beginning of your talk to where you want them to be at the end.

As your passengers, they have some idea of where you're headed and how long it will take to get there, but they don't know the exact route you've chosen or what they'll see on the way. So don't be like a bad driver who forgets to signal before he makes a turn. Give clear signals at each stage of your presentation to tell them the direction you're taking.

Whenever you want to move on, go back, speed up, digress, give an example or go into more detail, make sure you tell your audience before you do. This is especially important if English is a foreign language for them too! You'll find pausing briefly before and after you signal marks the transition even more clearly.

See if you can identify the signals these presenters are using ...

Presenters

There are three things I want to talk to you about today. And each of them concerns identity theft.

OK, moving on to our end-of-year results, I think you're going to be pleasantly surprised.

Now, that's clearly not the whole story, so just to expand on that a little, we can see ...

So, to recap on how we have managed to both reduce inventory and minimise waste at the plant, I'd like to tell you that ...

And this brings us on to the subject of staff retention and why we're still losing too many of our key personnel.

So, let's look back at some of the things we've spoken about this afternoon – in particular, why cash flow remains such a problem.

Now, we don't have time to go into detail, but just to give you a quick snapshot of the current situation, it goes like this.

Turning for a moment to the question of supply channels – in fact, the whole upstream end of the business ...

I'm not sure this is strictly relevant, but just to digress for a moment ...

And, in a way, this goes back to what we were saying earlier about product differentiation and the need to create market space.

OK, as time's moving on, I'm going to briefly take you through our standard procedure.

So that brings you up to date on how the changes are being implemented throughout the company.

Mark

Sometimes you may want to mark the transition, from one stage of your presentation to the next, by combining signals. See if you can spot the combined signals in these extracts ...

Presenters

OK, first of all, I'm going to fill you in on the project objectives and then I'll bring you up to speed on how we are progressing so far.

I'd just like to say a little bit more about cost leadership, if I may, before we move on to pricing strategy.

So that was our new text-to-speech software. And that's the first thing I wanted to share with you today. Now, let's take a look at our even more exciting speech-to-text package.

OK, so that's an overview of what the contract covers. Let's drill down to some of the details.

Now, we'll be coming back to this later on. But just to give you a quick outline of how crowdsourcing works – basically it goes one step beyond outsourcing, to the wider community, including customers and competitors.

So there, in a nutshell, you have the background to the project. Now let's look at some of the milestones we've scheduled into our plan.

Mark

Giving a good presentation is not only about delivery, enthusiasm and rapport. On a more basic level, it's about smoothly navigating your way through your material. Clear signals help you to do this.