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Smooth structure

A

DISCUSS

- 1 It's been said that a presentation is like a car journey. If it is, what might be the equivalent in a presentation of the following?

turning the key in the ignition describing your route on the map making a turn
moving into the fast lane stopping to take a closer look at something doing a U-turn
pointing out some of the sights taking a short detour arriving at your destination

- 2 What happens when drivers fail to signal? How about presenters?

VIEW

(00:00–00:58) Now watch Mark talking about the idea of a presentation as a car journey and compare his views with yours.

RECALL

- 1 What does Mark say about presenting to non-native speaker audiences?
- 2 Why does he say it's helpful to pause briefly before and after you use a signal?

B

DISCUSS

Match the signalling expressions below to the icons you think best illustrate them. The first one has been done for you as an example.

a OK, moving on to ... b So that brings you up to date on ... c So to recap on ...
d Just to digress for a moment... e And this brings us on to the subject of...
f So, let's look back at ... g Turning for a moment to the question of ...
h Just to give you a quick snapshot of ...
i OK, as time's moving on, I'm going to briefly take you through ...
j So just to expand on that a little... k There are three things I want to talk to you about ...
l And, in a way, this goes back to what we were saying earlier ...

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VIEW

(00:59–02:34) Now check your answers to the previous exercise by watching different presenters using the signals you worked on. The icons are in the right order, but have you labelled them correctly?



PRESENT

Make the transition from the first to second part of the presentations below, using the key words to help you.

OBJECTIVES

OK / first / all / going / fill you in / project objectives



PROGRESS

then / bring you up to speed / how / progressing so far

COST LEADERSHIP

just like / say / little bit more / cost leadership / I may



PRICING STRATEGY

before / move on / pricing strategy

TEXT-TO-SPEECH

so that was / text-to-speech software / first thing / wanted / share / you today



SPEECH-TO-TEXT

now / let's take / look / even more exciting speech-to-text package

OVERVIEW

OK, so / that's / overview / what contract covers



DETAILS

let's drill down / some

OUTSOURCING

now / coming back / this later on



CROWDSOURCING

but just / give / quick outline / how crowdsourcing works

BACKGROUND

so there / nutshell / have / background / project



MILESTONES

now let's look / some / milestones / scheduled / plan

VIEW

(02:35–04:07) Now watch presenters making the same transitions you just did. How close are they to your versions? Present them again if you want to.

REFLECT

- 1 Signalling is one way to make what you say clearly structured and easy to follow. How important is it to make well-defined and logical arguments in the cultures you do business with? The more important it is, the more necessary it will be to use regular signals.
- 2 How can the use of signals 'save' you when you lose your way or have problems getting your point across in a presentation?