

Impact techniques

A

DISCUSS

Work with a partner. Can you identify the impact techniques the following famous CEOs are using in the presentation extracts below?

'I think we have more representatives than the army, air force and navy combined in Brazil.'

Andrea Jung, CEO Avon Products Inc.

'It's fair to say also that no one, no one had predicted how the global economy would evolve in 2008 – no one.'

Carlos Ghosn, CEO Renault-Nissan Alliance

'From today onwards, in China Yahoo means a search engine and a search engine means Yahoo.'

Jack Ma, CEO Yahoo China and Alibaba.com

'So what do I know about change? First thing I know is that everybody is afraid of something.'

Carly Fiorina, former CEO of Hewlett-Packard

'Laws have to be changed, society has to be impacted, all of that has to happen if women are going to become the next big engine for growth in India.'

Indra Nooyi, CEO PepsiCo

'We're promoting Linux ... because we really think it's the best system. Best meaning cheapest, fastest, most reliable.'

Larry Ellison, CEO Oracle Corporation

'If you make meaning, you'll probably make money. But if you set out to make money, you will probably not make meaning and you won't make money.'

Guy Kawasaki, CEO Garage Technology Ventures

VIEW

(00:00–01:55) Watch Mark describing some of the most common impact techniques presenters use, and see how many you managed to find in the extracts above.

RECALL

- 1 What does Mark say about key words, phrases and sounds?
- 2 Which technique gets people thinking about something before you tell them what *you* think?
- 3 What do dictionaries of quotations tend to be full of?
- 4 Which technique helps you paint pictures in the minds of the audience?
- 5 What does Mark say is the most famous technique of all? What does he warn against?

REFLECT

Can you think of any famous quotations or sayings, in your own language or in English, which contain one or more of the impact techniques you've been looking at?

B**VIEW**

(01:56–04:49) Watch short extracts from four different presentations and tick the impact techniques the presenters use once or more.

	REPETITION	QUESTIONS	CONTRASTS	METAPHOR	THREES
Extract 1					
Extract 2					
Extract 3					
Extract 4					

RECALL

Which impact technique seems to be the most common?

C**PRESENT**

Use the notes in the slideware textbox below to give part of a presentation on the IT industry in India. Try to use as many impact techniques as you can. See who can fit the most techniques into their presentation – without overdoing it!



India vital to future of IT – 190 babies born every 90 secs (1 British, 20 Chinese, 25 Indian) – 50% of Indians < 35 yrs old – many work in IT – 100% of college graduates speak English – in tech support future is Indian – figures prove it!

VIEW

(04:50–05:45) Now watch how the presenter on the video delivers the same information you just did. Did he use any of the same impact techniques as you? How effective is he?