

### A

#### DISCUSS

- 1 Unlike conversations, presentations are very one-sided. It's hard to keep focused on the speaker, however interesting they are.

#### VIEW

The five areas Mark focuses on are: asking questions, using question tags, negative question forms, first person plural pronouns and involvement expressions.

#### REFLECT

Open gestures and a relaxed tone of voice will also help create rapport. A few smiles never harm!

### B

#### VIEW

The presenter uses at least twelve involvement expressions. Here are the main ones, but you may find a few more:

OK, I think we all know why we're here / Now, we've been here before, haven't we? / And you don't need me to tell you ... / Here at CMI we've always taken a tough line / And that makes sense, doesn't it? / None of us can deny ... / As we can see ... / But what if I was [to] say to you ... / If, like me, you thought ... you'd be very, very wrong / Isn't it time we faced the fact...? / Here we can clearly see ...

### C

#### DISCUSS 1

Applaud and laugh.

#### DISCUSS 2

People expect a joke to lead to a laugh. If you don't get one, you look stupid. If you really want to tell jokes make sure they're short, relevant, inoffensive and easy to understand. Never wait for the laugh. Keep going and let the laughter, if it comes, interrupt you.

#### DISCUSS 3

Funny quotes and funny stories.

#### RECALL

People don't expect a story to necessarily end in a laugh. If it's funny, it's bonus!

### PRESENT

Funny quotes (anonymous):

If you think it's tough at the top, try the bottom.

Mediocrity saves time and most people will never notice the difference.

If at first you don't succeed, try management.

They say money can't buy happiness, but it would be nice to find out for ourselves.

Some people exist just to annoy us – those are our customers.

If you're no good at something, just learn to enjoy being bad at it.

If you give everything to your company, they've nothing to lose by firing you.

The funny thing about entrepreneurs is: few of them would have ever got hired.

If you arrive late at the office, don't try to make up for it by leaving early.

Always borrow money from a pessimist – they won't expect it back.

If we knew what we were doing, it wouldn't be called research.

Never underestimate your abilities. That's your boss's job.

If we don't look busy, it's because we did it right the first time.

They say business is a rat race. But even if you win, you're still a rat.

You can have it right or you can have it now, but you can't have it right now.

They say the end of the world will be caused by computer error. That's where we come in – we're the IT department.

It's lonely at the top, but the view's just great.