

## 2 > Presentation skills

### Lead-in

Some business practices may differ from country to country. Here are some questions to research before you prepare presentations for different audiences:

- 1 How much detail should you include in the presentation? What does your audience already know about this topic? How much background, explanation or technical understanding will be required? Should some of the information be presented visually?
- 2 Does your presentation answer key questions such as *who, what, why* and *when*?
- 3 What is the appropriate level of formality for this audience? Should the presentation be relaxed and informal or structured and formal? Should humour be included or would the audience prefer a more serious delivery? Would you prefer questions during the presentation or at the end?

### Beginning a presentation

	Formal/Semi-formal	Less formal
<b>Opening and welcome</b>	Thank you for inviting me to speak to you today.	It's great to be here today. Thank you for coming.
<b>Providing a brief outline of the talk</b>	I'm here to talk about the retail supply chain. I'd like to give you a brief outline of my presentation. The talk consists of three main sections.	Shall we get started? I'd like to talk to you about strategies to improve productivity. The talk is divided into three main parts.
<b>Telling the audience when they can ask questions</b>	I will be happy to answer any questions during the presentation. There will be an opportunity after the presentation to ask questions.	Feel free to ask questions during the presentation. I'll be happy to answer any questions at the end of the presentation.

## Transitions and signposting

<b>Sequencing</b>	Let's start by looking at ... Firstly, ... / Secondly, ... / Then ... / Next ... / Finally, ... First, let's start with ... Following this, ... Last but not least, ...
<b>Moving from point to point</b>	Which leads me on to my next point. My next point covers ... Moving on to ... Turning to ... Now, I'd like to talk about / discuss / look at ... Now, let's move on to ...
<b>Emphasising</b>	The most important thing to remember is that ... So what is the key information here? Now, why is this important? This point is vital. The thought I'd like to leave you with is ...
<b>Checking understanding</b>	Before we move on, can I check that everyone understood? Are you all with me? Is everything clear so far? Would you like me to go over anything again?
<b>Giving examples</b>	For example, ... For instance, ... A good example of this is ... To give you an example, ... Let me give you an example.
<b>Adding</b>	In addition, ... Added to this, ... Furthermore, ... Also, ...

## Presenting visual information and figures

<b>Drawing attention to visuals</b>	As you can see from our first slide, ... This graph shows ... Can I draw your attention to this chart? Let's move on to the next slide. Now, I would like to show you ... Let's look at ...
<b>Presenting figures</b>	We interviewed <b>around</b> 2000 people. This is <b>about</b> a third of the population. This represents <b>approximately</b> 20 percent of the average salary. There were <b>precisely</b> 912 different brands. <b>Exactly</b> 69 percent of our customers reported that they were satisfied with the service.

## Closing

<b>Summing up</b>	To sum up, ... To summarise, ... I'd like to summarise the main points. Now let's summarise briefly what we've looked at.
<b>Closing</b>	In conclusion, ... To conclude, ... Let me end by saying ... Finally, I'd like to say ...
<b>Thanking the audience</b>	Thank you for listening. Thank you for your attention/time.
<b>Inviting questions</b>	Does anyone have / Are there any questions? Any questions or comments? I'm happy to answer any questions. If you have any questions, I'll be happy to answer them now.
<b>Dealing with difficult questions</b>	That's a good question and I'd like to come back to it later. I'll need to get back to you on that. Thanks for highlighting that and I'll speak to you after the presentation.