

# STEP1. PRESENTATION

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Some experts in business presentation state that presentation is thinking aloud. Other compare it with building a house. The more solid foundation you build the better the presentation will be. The points of a presentation are levels of a house which are connected to each other by a staircase like the points on the presentation are logically connected and interrelated and transition is easily made from one point to another. Finally a conspicuous roof will provide an effective conclusion showing the results of your effort in building the house.

**\* ...your business career will often depend on your ability to persuade of your point of you or of the need for your company's product or service.**



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The Dictionary of General Business English Terminology give the following explanation oh the term: “ A talk or report by a company executive that introduces a new product or service to an audience of specialists in the field of potential investors”



Objective

POINT 1

POINT 2

POINT 3

SUMMARY

CONCLUSION

Depending on the aims of a presentation they are basically divided into two types:

**Informative** – do you want to inform an audience about essential facts?

**Persuasive** – do you want to persuade the audience to do some things?



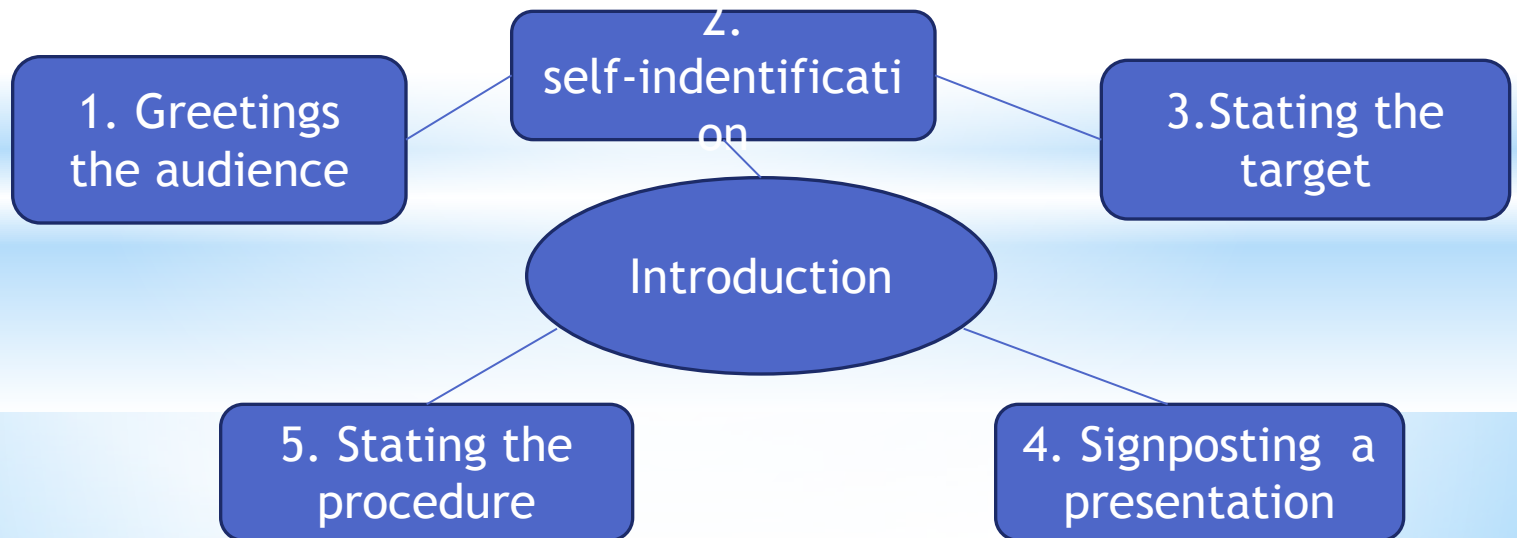
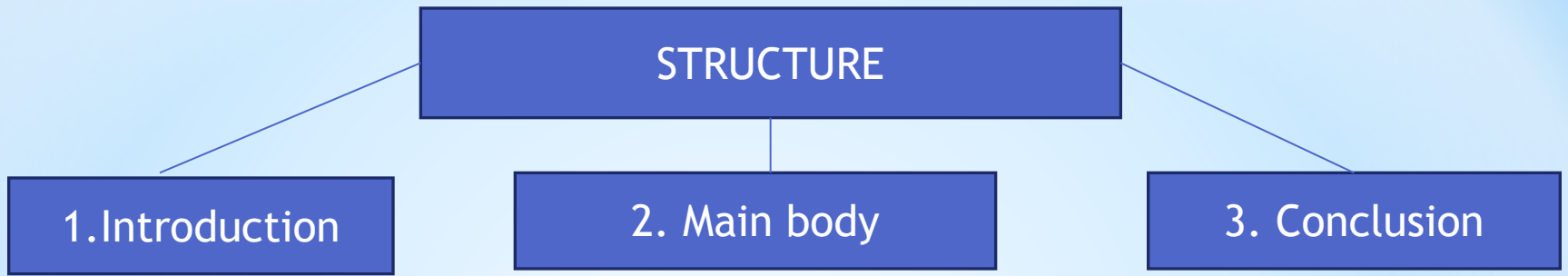
In order to ensure success of your presentation make sure you have given a profound answer to the following questions:

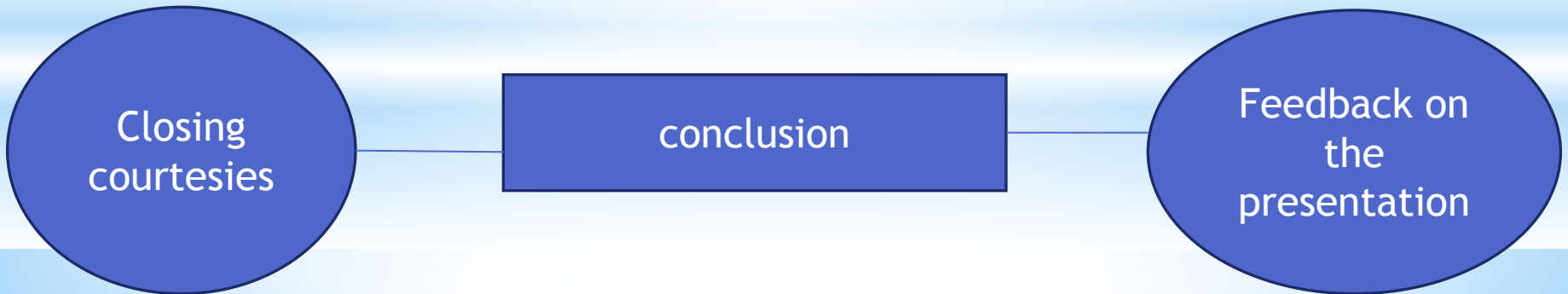
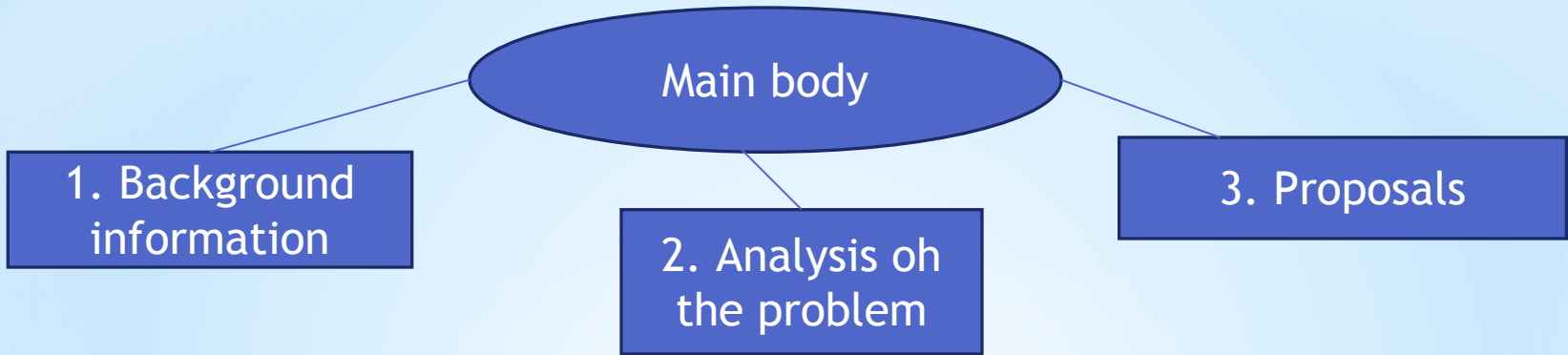
Who are you going to make a presentation?

Why are you going to make a presentation?

What are you going to speak about and how are you going to present your ideas?

So you have to research your audience, your surroundings (rooms, facilities to tailor your presentation to them) and the subject of your presentation. Experts of presentations insist on presentations being: well-researched, well-structured, well-prepared, well-targeted. Besides a presenter should have an eye contact with the audience and the presentation should be interactive, his visuals should be attractive and illustrate his speech appropriately.







**Signpost language** - is the words and phrases that people used to tell the listener what has just happened and what is going to happen next. Signposting helps you structure the main content of your presentation. Using signposting technique you guide the audience through the structure of your presentation and ensure complete understanding of each point of your speech.



## Signpost (Introducing the topic)

The subject/topic of my talk is..

I'm going to talk about...

My topic today is.....

My talk is concerned with ...

I'm going to divide this talk into  
four parts...

Briefly I have three things to  
say..

I'd like to begin/start by...

Let's begin by...

First of all I'll...

## Signposting