

Presentation Skills in English

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Ice Breaker: Ask your immediate neighbor the following 3 questions

- ▶ When was the last time you gave a presentation in English?
- ▶ How do you feel about presenting in a foreign language?
- ▶ Do you feel nervous or have a stage fright when speaking in public?
- ▶ Do you think having a good presentation skill would be helpful to your academic/career success?

Does English presentation skill matter to high school students?

Bilingual Policy in 2030

- ▶ EMI Courses.
- ▶ ETP Courses.
- ▶ International students.
- ▶ Cross cultural classroom ambience.
- ▶ Peer pressure.
- ▶ Exchange programs abroad.

5W questions before preparing the presentation

Formal and informal presentations

Formal

- ▶ Dress: Business suit, e.g. jacket and tie for a man
- ▶ Body Language: Tightly controlled; limited.
- ▶ Relationship to audience: Not much interaction with the audience; no use of humor.
- ▶ Language: Professional or technical vocabulary; longer sentences; more elaborate expressions.

informal

- ▶ Dress: Casual
- ▶ Body Language: A lot of movement and gestures.
- ▶ Relationship to audience: A lot of interaction – asking and answering questions; use of humor.
- ▶ Language: Everyday expressions and even slang. Use contractions.

What is the worst fiasco to a presenter?

How to gain attention and stimulate interest ?

ABCD TACTIC

Attention Getters

- ▶ Ask the audience a question.
- ▶ Start with a rhetorical question.
- ▶ Give an interesting fact or statistic.
- ▶ Quote somebody well-known
- ▶ Tell a story or anecdote.
- ▶ Give the audience a problem to think about.
- ▶ Use statistics.
- ▶ Explode a popular myth.
- ▶ Give a surprising fact.
- ▶ Show them a picture/ a news headline/a cartoon/a video

Practices: Use attention getters as opener

Situation 1

You have to explain to your team how you plan to cut costs by 15% next year without losing any jobs.

Situation 2

Tell your colleagues in the sales department how sales increased after reducing the price of a product.

Situation 3

You are a factor manager. Report to the directors that productivity has increased by 8% since investing 20 million US dollars in new machinery last year.

WISE OWL Technique FOR Introduction

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Example 1 WISE OWL introduction

- ▶ Hello everyone, thank you for your efforts to come here today. My name is Cathy and I'm the general manager at ABC company. As an brilliant investor, I know that you are all very concerned about every penny you spend. So, today, I'm going to tell you why you should invest your money in us. I've divided my talk into three main parts. First, I'll talk about our strategic objectives and plans for future growth.

Example 1 WISE OWL introduction

- ▶ Then, I'll move onto the company history – reasons for your success. And finally, I'll talk about our financial performance. My talk(presentation) will take 10 minutes. I'll be handing out copies of PowerPoint slide at the end of talk. Please feel free to interrupt me at any time during the talk if you have any questions. (There will be a time for questions at the end of the talk.) So, let me begin with our strategic objective...

Example 2 WISE OWL introduction

- ▶ Hello everyone. My name isI'm the Finance Manger at Money Plus. ()
- ▶ My presentation will cover..../consists of.../outline....
- ▶ My talk is particular important to those who are seeking a golden opportunity to make yourself a millionaire....
- ▶ I've divided my talk into three main parts. First I'll talk about general information about the company. Then, I'll move on to our international experience. Last, I'll point out the reasons for you should choose ABC company to be your project constructor.

Example 2 on WISE OWL introduction

- ▶ My talk will (should) last 7 minutes.
- ▶ Don't worry about taking notes. A copy of hangouts will be given to you after the talk.
- ▶ There will be a Q& A session at the end of the talk. Please feel free to ask if you have any questions. I'll be happy to answer your questions at the end of the talk.
- ▶ Please feel free to interrupt me at any time during the talk.

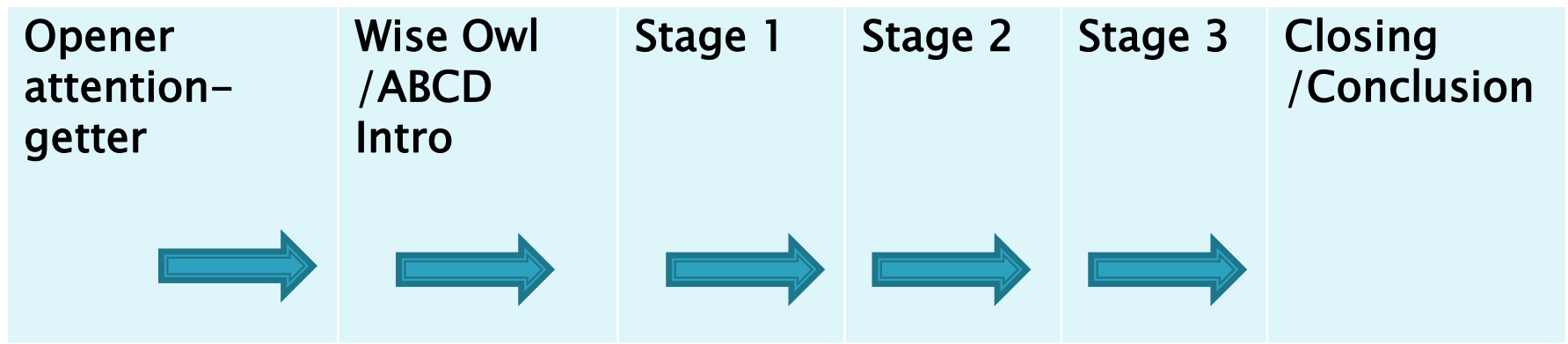
Practice: wise owl technique to make an introduction

- ▶ The purpose of your presentation is to give some general information about your company to a small group of visitors from another company. You are Head of Sales and your visitors may be interested in buying some of your company's products. You don't mind if they interrupt you to ask questions.
- ▶ Main points you will cover:
 1. brief history of your company
 2. structure and locations of offices
 3. introducing products
 4. benefits of choosing your company as a supplier.

A presentation is like a journey.

Give audience a clear route map.

Structure of the Talk



Signpost languages: structure and sequencing

- ▶ My talk consist of three main parts...
- ▶ My talk will cover three main points...
- ▶ I've divided my talk into three parts.
- ▶ So, first, I'm going to talk about ...
- ▶ So, to begin with...
- ▶ So, let me begin with...
- ▶ So, let me start with..
- ▶ So, let me start off by the first section/part of the talk – the company overview ...

Signpost – 1st part of the talk

- ▶ So, let me start off by the company....
- ▶ Right, I'd like to begin with...
- ▶ To start, I want to/I'd like to...
- ▶ To begin with, I'll/I'm going to/give you an overview about talk about the company overview.

Signpost language: come to an end of a section

- ▶ So/Well, that covers some general information about the company.
- ▶ So/Well, that was some general information about the company.
- ▶ OK. that was...

Signpost language: sequencing 2nd part

- ▶ Moving onto my second point/part/section ...
- ▶ Now, I'd like to move onto....
- ▶ And now, let's move onto our next point...
- ▶ Now, I'll move onto our international operations...
- ▶ the next point...
- ▶ So, this leads to the next/final point...
- ▶ Coming now to my next point...

Signpost language: final part

- ▶ Now, let's move onto the third section of the talk– reasons for our success
- ▶ Now I'll come to my last point.
- ▶ Coming now to my final point...
- ▶ That brings me to my final point...
- ▶ And so, to my final point/last point, the reasons for our success...

Signpost language: conclusion

- ▶ So to sum up,
- ▶ Summing up,
- ▶ To conclude,
- ▶ To summarize,

7-38-55?

**Without good delivery, the
best speaker cannot be of
any account at all.**

Cicero, Roman orator

What are the differences between a conversation and a presentation?

Persona v.s. Personality

Voice Technique

Speech speed

Intonations

Speak with emphasis

Pause

Avoid Fillers

No word was ever as
effective as a rightly timed
pause.

Mark Twain, American author.

Gerry Spence, British undefeated lawyer, once said “ I learned that the spaces between words were as important as the words themselves.”

Why should a skilled presenter make pauses?

What is a pause?

When to make a pause?

Marking the text of your speech

- ▶ Marking short pauses (I)
- ▶ Marking longer pauses (II)
- ▶ Marking very long pauses (III)
- ▶ Marking intonation (↑ or ↓)
- ▶ Underlining the stressed words and phrases
- ▶ Highlighting louder and quieter parts of the speech in different colors.

Fillers are not pauses; Avoid Fillers

Visual Aids (PPT)

Avoid Slidument
6-6-6 Rule of Six
10-20-30 rule_s

Non verbal communication– Body language is saying louder than words.

Quiz about body language

- ▶ 1. How should you stand?
 - A. Arms crossed on chest.
 - B. Straight but relaxed.
 - C. Knees unlocked.
- ▶ 2. What should you do with your hands?
 - A. Put hands on hips.
 - B. Put one hand in a pocket.
 - C. Keep hands by your side.
- ▶ 3. How can you emphasize something?
 - A. Point finger at the audience.
 - B. Move or lean forward to show that something is important.
 - C. Use a pointer to draw attention to important facts.
- ▶ 4. What should you do when you feel nervous?
 - A. Hold a pen or cards in your hands.
 - B. Walk back and forth.
 - C. Look at the flip chart or screen (not at the audience).
- ▶ 5. How should you keep eye contact with audience?
 - A. Make eye contact with each individual often.
 - B. Choose some individuals and look at them as often as possible.
 - C. Spread attention around the audience.
- ▶ 6. How should you express enthusiasm?
 - A. By raising voice level.
 - B. By waving arms.
 - C. By making hands or arm gestures for important points.

Body Language

What sorts of postures and gestures signal image of Authority or Rapport?

Planning the end of a presentation

Signaling the end	Summarizing	Inviting final questions	Thanking	Handing over/referring to next action
This brings me to the end of my presentation.	To conclude...	Are there any questions?	Thank you for your attention /listening.	Andy is now going to speak about...
To finish...	To sum up	Anyone wants to ask anything?	Thanks a lot.	Here's Judy to say a few words about...

4 ways to create a memorable closing

summary

wisdom

action

emotion

Useful phrases in Closing

- ▶ I'm reminded of the words of George Bernard Shaw, who said that "I am the most spontaneous speaker in the world because every word, every gesture and every retort has been carefully rehearsed. (wise words)
- ▶ Now let's get out there and sell some washing machine. (call for action)
- ▶ If you take just one thing from this talk, take this thought. (heart-felt message)
- ▶ Here, at a glance, are the main points I've made this morning. (draw a summary)
- ▶ I'm counting on you to take this project forward. (call for action)
- ▶ We have a saying where I come from, that you will not get a second chance to make a first impression. (heart-felt message)
- ▶ In a nutshell, then, it's been a terrible year. (draw a summary)
- ▶ In the famous words of Dale Carnegie, "Don't spend ten minutes or ten hours preparing your talk; spend ten weeks or ten months. Better still, spend ten years. (wise words)
- ▶ So next time you buy a pair of shoes, remember to look at the stitching. (call for action)

Other ways of introducing a summary:

- ▶ So where's this all leading ?
- ▶ I'd like now to bring everything together.
- ▶ All in all,...
- ▶ To sum up,
- ▶ To recap,
- ▶ In conclusion
- ▶ By way of conclusion

Q & A sessions

6 different type of questions
Kees Garman 8D system

Strategy to answer questions

Examples: Questions v.s. responses

- ▶ An off-topic question:
I think that raises a slightly different issue.
Sorry, I don't quite see the connection.
- ▶ An unnecessary question:
Well, as I might have mentioned...
Ah, perhaps I didn't make that clear.
- ▶ A multiple question:
I think there are several questions there.
OK, let's take those one at a time.
OK, so I think your main question there is...
- ▶ A hostile question (in general treat as a difficult question)
I don't have that information to hand.
To be quite honest with you, I really don't know.

Useful Expressions when dealing with questions: Asking for clarification

- ▶ I didn't catch what you said.
- ▶ I'm afraid I didn't quite catch that.
- ▶ I'm sorry. Could you repeat your question, please
- ▶ Please could you repeat the question?
- ▶ I didn't quite follow what you said.
- ▶ I'm afraid I don't quite understand your question.
- ▶ What exactly do you mean?
- ▶ If I understand you correctly, you're asking why we did it.

Useful Expressions when dealing with questions: **Avoiding giving an answer**

- ▶ If you don't mind, I'd prefer not to discuss that today.
- ▶ Perhaps we could deal with this after the presentation/ at some other time.
- ▶ Perhaps we can discuss that later.
- ▶ I'm afraid that's not really what we're here to discuss today.
- ▶ Would you mind leaving questions until I've finished.
- ▶ Would you mind waiting for a moment?
- ▶ I'll come to that very shortly.

Useful Expressions when dealing with questions:

Admitting you don't know the answer

- ▶ Sorry, that's not my field. But I'm sure Peter from Sales could answer your question.
- ▶ Steve, would you like to take this question instead?
- ▶ I'm afraid I don't know the answer to your question, but I'll try to find out for you.
- ▶ I'm afraid I'm not in a position to answer that. Perhaps Cindy could help.

Final Checklist

BEST SHOT – Main Part

Tips on a successful presentation



- ▶ Smile and make eye contact.
- ▶ Avoid mannerism.
- ▶ Make an effective opening (ABCD/Attention-getters).
- ▶ Tripling effect: Say things in Three.
- ▶ Give clear structure – give a talk menu, saying what you're going cover...(WISE OWL)
- ▶ Use simple language.
- ▶ Use we, us, our not I, to highlight common interest.
- ▶ Use Signposting language.
- ▶ Clear pronunciation.
- ▶ Use voice to stress on key words or phrases.
- ▶ Make a pause to help the audience to follow and understand easily.
- ▶ Confident and expressive body language
- ▶ Stay more less in one place. Don't move around too much
- ▶ Memorable closing to make the audience hit home

4P

to build your success in
public speaking.