

Introduction

Welcome to the Talk Avenue Guide to Presenting in English.

Speaking in public is something which scares a great number of people. However, developing good public speaking skills can change your life. It can help you to sell your ideas, promote your business, promote yourself, or convince others of your vision. It can lead to a big sale, a business deal, a promotion, a salary increase, a new job, a new partnership...in short, success.

But how do you become a good public speaker, particularly in a different language?

This book aims to provide you with all of the tips and techniques required for you to become an excellent presenter in English, so let's get started!

Section One – Preparation

Good preparation will remove as much uncertainty from the process of presentation as possible. Less uncertainty means less nervousness and more confidence, and confidence is the key to presenting well.

Make sure you know your topic inside-out. Know everything you want to say, and how you want to say it.

What should you consider when planning your presentation?

It is a good idea to ask yourself some basic questions before starting to compose your presentation:

Why am I giving this presentation?

What is the purpose of this presentation? Are you trying to educate, explain, motivate, persuade or entertain? Is your goal to sell something, promote something, share information or data, report on something or teach something?

Whilst the basic skillset required is the same for all presentations, the *style* of your presentation should vary depending on what you hope to achieve with it.

Think about the result which you want, and how you can obtain it.

Who am I presenting to?

If at all possible, your presentation should be tailored to the needs of your audience. Of course, each individual might have their own expectations and desires for your presentation, but on a group level there will be a reason that they have come to hear you speak. Make

sure you fulfill this purpose.

Also, make an effort to find out who will make up your audience. Think about demographics (age, gender, profession, rank, background, culture), the amount of knowledge they have on your topic, and what you would like them to do as a result of your presentation.

If you are presenting in a business environment think about what jobs these people do. It is likely that the presentation that you give to a company president would be very different to one you would give new employees. We would emphasize very different things when talking to a group of engineers as opposed to marketing staff.

Once you know who your audience are, consider which parts of your information will be particularly interesting or important to them and make sure you convey these points well. Also, it is worth considering what kind of questions they might raise, so that you can be well-equipped to answer them.

When and where will I speak?

The time of day that you are due to speak is more important than you may think. Before lunch, the audience may be hungry and therefore less able to concentrate. After lunch they will be full and perhaps sleepy. Towards the end of the day, the audience may be tired and sleepy. You should use strategies to make your presentation more exciting/interesting/interactive during these times to combat these problems. If the presentation you're giving is a long one, or if a lot of other people have been talking too, you will need to use strong language and emphasis techniques to catch and hold the audiences attention.

When possible, you should visit the location for you presentation beforehand. Consider any possible problems you might encounter when setting up your equipment. Are there electrical sockets available? Will you need an extension cord? Etc.

Rehearsing your presentation

As any good speaker knows, rehearsing your presentation is essential to your success. Not only will it help you in finding any mistakes or inconsistencies in your presentation, but it will also make you sound, look, and feel more comfortable on the day.

You should aim to rehearse your presentation several times in the same way. Try to present it in exactly the style you plan to for the real presentation. Think carefully about any words or phrases which you are having difficulty with, and if you can, try to replace them with something you find easier. Listen to yourself and how the presentation sounds, are there any examples of repetitiveness? If so, try to give the speech more variety. Likewise, try to eliminate any annoying gestures or mannerisms which you notice.

If you are able to, perform the presentation in front of a friend or coworker and listen to their feedback. Some people find it useful to record themselves rehearsing using a Dictaphone or cell phone application. Listening back to the recording afterwards give you a good idea of the audience's experience.

Think about how to maximize the effectiveness of your presentation using all available tools. Use strong, interesting verbs instead of boring nouns. Use transitional and signposting language. Use stress and intonation in your voice. Use timing well. Use correct posture and body language. Basically, use all of the skills and techniques that you will pick up from this book.

Finally, ensure that you are able to present the visuals in your presentation smoothly, and crucially, that you are able to consistently finish on time.

Remember, the more you rehearse, the easier and better your presentation will be! The results will be worth the effort!

Section Two – Composition

How to organize your presentation

Every presentation should follow ONE basic pattern;

1. Tell the audience what you are going to say.
2. Say it.
3. Tell them what you have said.

Basically, this means that we should divide our presentations into three sections: Introduction, Explanation/Details, and Conclusion. Let's look at these three sections in order.

Introduction

The introduction plays a very important role in how well our presentation is received by the audience. As people always say, first impressions count.

A good introduction should be divided into three parts. Firstly, **an attention-grabbing start**. Your opening remarks should be designed to gain your audience's attention and interest, and create positive expectations for the presentation to come. Many people overlook this stage, and so the audience may remain indifferent.

Here are some good ideas for how to do this:

- Make a bold statement.

This is a simple yet effective way to gain the attention of your audience. Make a short, thought-provoking statement to set up your topic. Say it in a strong clear voice with good intonation to have maximum affect.

For example:

“The key to good customer service is not just about what you do, but *how* you do it!”

- Ask a rhetorical question.

A *rhetorical question* is a question which requires no vocal answer, but prompts the listener to consider the idea. Usually in conversation we would leave the question unanswered, however for a presentation we should always tell the audience the answer at some point during the presentation to ensure people aren't confused.

Here is an example:

What is the single most important thing we need to drive our business forward?
Today, I will outline some key strategies which can transform our business operations and enable us to bring in a wealth of new clients.”

Following this rhetorical question, the rest of the presentation can be spent explaining
The answer.

- State interesting facts.

Providing the audience with interesting and relevant facts/statistics at the start of a presentation is a great way to get them thinking and listening. This works best with facts which are not too well known.

For example: “Did you know that 30% of new businesses fail within the first two years? Only 50% survive to the five-year point.”

- Quote somebody.

If you have a good example of someone well-known/successful who has deftly stated what you would like to tell the audience, it can be a great way to get people interested in your presentation.

For example:

Before I begin my presentation today I'd just like to share with you some words from the great Henry Ford. "A business that makes nothing but money is a poor business". That's what I'd like you to remember today, as we explore future possibilities for the development of our firm.

- Give an interesting example.

A demonstration of something is a great way to illustrate your topic clearly and get the audience interested. Any examples you use should be fairly brief and of course relevant to your presentation. Some examples of this would be things such as showing before-and-after pictures to illustrate a product's effectiveness, physically demonstrating the use of a product or a product's faults, playing a video clip, etc.

- Run through a list.

Lists are a fantastic way to reinforce ideas at any stage in a presentation, but also work equally well to grab the attention of your audience in the opening few lines.

Here is an example:

I'd like to introduce to you today a product which will

Look better,

Cost less,

Use less electricity,

Be more user-friendly,

And give considerably better results,

Than any other product on the market today.

After the attention-grabbing start, you should give a **brief explanation of your core message and purpose**. Following that, tell the audience how they will benefit from your presentation thus giving them a reason to listen.

Finally, provide the audience with a **brief overview** of what you will discuss. This way the audience will know what to expect and will be better prepared to absorb the information. This is especially important when presenting to an audience of non-native speakers, who will need to have a good idea of the big picture before listening to the more complex details.

Body

This is the core of the presentation, which contains most of the information you want to cover in your presentation. However, you should be careful not to overload your audience with too much information. A good presentation should be limited to only points which are relevant to your overall message and useful to your listeners, offering people too much information only makes them tune out. You need to provide enough evidence to support your theme/theory without going into too much detail or repeating yourself. Give examples and tell stories when you can, this will be a nice change of pace for the listener, and help them remember the facts more clearly. Use short, concise sentences not long, difficult ones as they will be easier for your audience to understand, especially if English isn't their first language. Finally, remember to speak at a level appropriate for your audience with regards to both subject knowledge and language ability.

We can organize our information in many ways, but here are a few tried-and-tested structures to think about when preparing the body of your presentation:

- **Problem to Solution.**

This method is simple but effective. First, describe the problem then give your solution or proposed solution, whilst emphasizing how it solves the issue.

- **Past problem to future solution.**

With this technique, you explain how things were/are, then how things need to be from now on. This can be used to suggest changes of direction or how things need to start being done differently, and to explain how the future will be better if your suggestions are followed.

Alternately, you could use this technique to describe the current situation, and how there will be problems in the future if changes are not made now.

- Chronological.

This is a simple sequential explanation of events from the past until now, or from now into the future. Be sure to be clear with the dates, times, number in the sequence etc. to ensure people understand the order of events clearly.

- General overview to specific information.

Sometimes it may be a good idea to start with a description of the situation as a whole, before narrowing down to talk about a few of the key points in detail. For example, describing the idea of a process before giving a detailed step-by-step guide.

- Benefits related to features.

Some people might prefer to talk about the benefits of something first, then talk about individual points or features afterwards, other people prefer vice versa. Another option is to separately describe each feature and then the benefit it brings.

- Natural logical order.

Sometimes a topic will have an obvious best way to approach it, don't be afraid to go with the simple option.

Conclusion

A successful conclusion should be made up of three parts;

Review – Summarize and reinforce the main message of your presentation. Here you have the chance to cut out the less important parts and focus solely on the most important. You should choose no more than 3 main concepts.

Call to action – This is where you tell the audience what you would like them to do following your presentation. This will clarify the purpose of the presentation, and make crystal clear what action the audience needs to take.

Attention-grabbing finish – This is your closing statement, your final chance to make a lasting impression on the audience. Make a strong, memorable statement which gets to the heart of what you have been saying and can be easily understood by all. If your presentation was designed to motivate, asking a *rhetorical question* can be a nice way to finish. However, this time you should not answer the question for the audience, but leave them to ponder the answer for themselves. Whatever the purpose of your presentation, you should always aim to go out with a bang.

*Note: Never end a formal presentation with phrases such as “the end” or “that’s it”, always use a real *closing statement*.

Section Three – Tips and Tricks

Maximizing the impact of your voice

Your voice is your main tool for conveying your message. The way you use your voice can make a huge difference in the way the audience receives the information. In spite of this, most people believe that their voice is fixed, and there's nothing that can be done about it. These people are wrong. When a presenter focuses on the sound of their voice, and how best to use it, the presentation will be vastly improved. So, with that in mind, let's look at how you can use your voice to its maximum potential.

- Volume

This may sound obvious, but you should speak in a volume which can be comfortably heard by everyone in the room. If you can't be heard, then the presentation is pointless.

Make sure you speak clearly, don't mumble. Use a powerful voice and project it to the back of the room. Likewise, if using a microphone, speak into it clearly and make sure the speakers are set at an appropriate level.

- Diction (Pronunciation and Enunciation)

Do your best to pronounce words clearly and accurately. Don't mumble or speak too quickly. Just as English is a second language for you, chances are it may also be a second language for many of your listeners. Bear this in mind, and try to enunciate clearly and strongly to avoid confusion.

- Pace

The speed and rhythm of your speech is very important. A very common error is speaking too quickly. In fact, it is often a good idea to speak at a slower-than-natural pace. Many people's speech naturally speeds up when they are nervous or excited.

But no matter how nervous, excited, or stressed you may feel on the inside, remember to control your rate of speech. It's not a race; it's a presentation.

Speak with a moderate to slow pace. As English is not your native language this is even more important, as people may need time to adjust to your accent or pronunciation. Be conscious of this, and speak much more slowly than you think is necessary.

Keep in mind, the time is yours to do as you please. You do not need to fill every second with the sound of your voice. Take time to breathe; you can pause between sentences, between sections, between slides. At no point during the presentation will a good speaker run out of breath.

There is also another very important reason for pausing; during your speech, it allows the audience time to process the information. This knowledge of where to pause and how to use pace to strengthen your presentation is key, and we will learn more about this later on in the book.

- **Variety and Enthusiasm**

It is very important that you always speak with a varied tone of voice, and vary your rhythm, speed, and volume. The easiest way to lose the attention of your audience is to sound monotonous.

Enthusiasm is equally important. If you sound enthusiastic, your audience is far more likely to listen to you. If you sound tired or uninterested, your audience will feel the same way.

- **Simple, Concise Language**

Simple and natural speech is best. Try not to use complex structure or vocabulary and avoid using difficult jargon. Listeners should be able to grasp your meaning

immediately, and not need to search for information hidden in complicated sentences.

- **Emphasis**

Make sure you use emphasis throughout your presentation. This will ensure that the audience understands the message exactly as you want them to, as well as making the presentation more interesting listen.

- **Sound Calm, Friendly and Sincere**

Lastly, and perhaps a little obviously, do your best to keep your voice natural and pleasant-sounding. Inexperienced presenters sometimes let stress, fear, anxiety, or even boredom or displeasure creep into their voices. Be conscious of the way your voice might convey your feelings, and try to replace it with a calm friendly voice instead. Sincerity and enthusiasm for the topic are also key. Remember that sincerity and enthusiasm can succeed where the same language without them would fail.

Things to avoid

1. **Insufficient Preparation**

This is a surefire way to spoil even the most well-written of presentations. You can never be too prepared, so remember to practice and practice and practice until you know what you want to say by heart. Be sure not to neglect other preparations too, such as researching the audience, location, room, equipment available etc. Also make sure that you are physically prepared; get enough sleep beforehand, pay attention to your attire and physical appearance. Finally don't forget to go into it with a positive mental attitude!

2. **Lack of Clarification**

There should be no confusion for anyone regarding a presentation. Ensure that you understand exactly what you are expected to talk about, and understand exactly what

the message you want to deliver is. Also a speaker should always make sure that the audience is in no doubt as to the topic and message of the presentation. Make sure to include a “Today I’ll be talking about...” kind of sentence early on in your presentation, and give a clear and concise conclusion at the end.

3. Bad Visuals

Visuals are a great way to enhance your presentation, but in too many cases people’s visuals look sloppy, unprofessional, or just plain confusing. In today’s computerized world most people have a basic understanding of PowerPoint, but not enough people know how to use it well. A good slideshow to accompany a presentation should be attractive, well laid out, not overcrowded, and should maximize the effectiveness of diagrams/photography/video clips. Avoid writing long sentences on your slides, bullet points are more suitable and more effective. Avoid providing very detailed information on your slides unless absolutely necessary. In boardroom/business meeting presentations it often makes sense to provide such details in the form of handouts instead. Think carefully about color, layout and clarity when designing your slides.

4. Too Much Information in Too Short a Time

Very often there will be time constraints on your presentation. It is important to remember this and be realistic when composing your presentation. It is pointless trying to cram too much information in, and then rushing through your presentation or running out of time. **Be selective!** Don’t include unnecessary information or go too much into irrelevant details. In fact, restricting the amount of information can often lead to a more effective presentation. People will be able to remember more of what you said more accurately, meaning your presentation will have a greater impact. If there *are* important details which you had to leave out due to time considerations, it is a good idea to produce handouts including this information.

Section Four – Specific Language and Language Techniques

Introduction language

The language which we use at the very start of our presentation depends on how formal the situation is. Most people prefer to hear a relatively informal presentation, but there are still many times when a more formal approach would be appropriate. Here's some example language.

Formal introduction:

Good morning/afternoon/evening ladies and gentlemen.

On behalf of _____, let me welcome you to _____.

Thank you for letting me have some of your time today.

Thank you for taking the time to listen to me today.

My name is _____.

(For those of you that don't know me already,)

I'm responsible for _____

I'm job title at company name .

Today I'm going to be discussing...

Today I'd like to talk to you about...

If you have any questions you would like to ask, I'll be happy to answer them (at the end of the presentation).

Less formal introduction:

Good morning/afternoon/evening everyone.

Thank you for coming.

I'm _____.

As you (may) know, I'm in charge of _____.

As you (may) know, I'm the/a _____ in the _____ department.

What I want to do today is talk to you about....

Feel free to ask any questions as we go along.

If you have any questions, feel free to ask me at the end.

To introduce the topic/aim of our presentation there are lots of phrases we can use. Some standard examples are given below.

Explaining the purpose of your presentation:

Today, I'll be talking about discussing [topic]

I'm here to illustrate how...

What I'm going to be talking about today is...

The purpose of today's presentation is...

My objective is to...

In today's presentation, I'd like to talk to you about/show you/demonstrate...

Signposting

Clear structure makes a huge difference to a presentation. When moving between slides/topics/ideas a good presentation will make use of “signposting” language. This helps to break up the presentation into manageable sections for the listeners, and prepares the listener for what is to come next. Here are some examples:

Transition between topics:

Firstly...

So let me start by...

Next, let's look at/talk about...

Let's turn now to...

The next issue I'd like to focus on is...

To move on.../Moving on...

Now I'd like to focus on...

Let me turn to...

To digress...

Going back to...

To elaborate on...

To recap...

To summarize...

So, let me sum up...

So, in conclusion...

I'd like to conclude by...

Underlining points:

Please remember that...

It's important to remember that...

This is important/significant because...

You're probably thinking that... and you're right.

You're probably thinking that.../but this would be a mistake...

Please notice that...

Please note this point:

Referring backwards or forwards:

Just to repeat what I said earlier,

As I mentioned earlier...

Do you remember I said...?

I'll talk more about this later.

Don't worry if this isn't so clear now, I'll explain

the details later...

More on this later on.

I'd like to go back to...

Acknowledging the audiences' understanding of a topic:

As you may know,

As you can see,

As you may be aware,

I know many of you are familiar with...

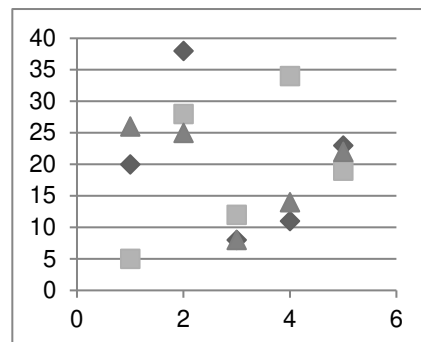
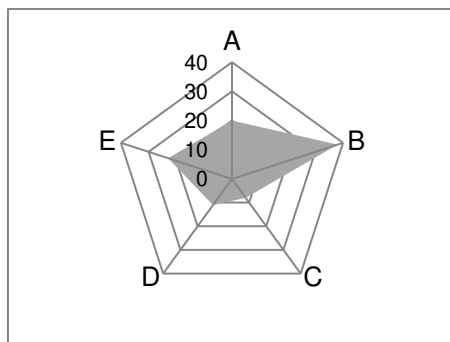
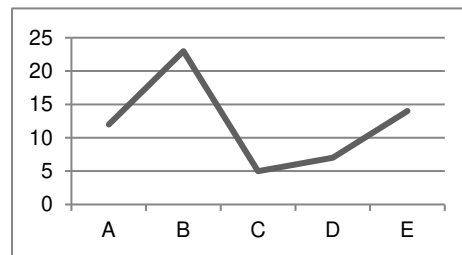
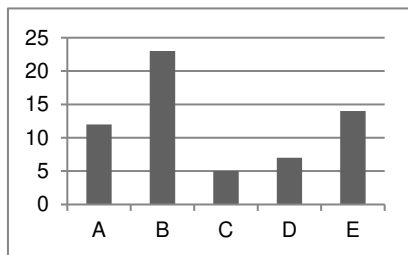
I am sure, you are all familiar with X's work on...

Referring to visual aids

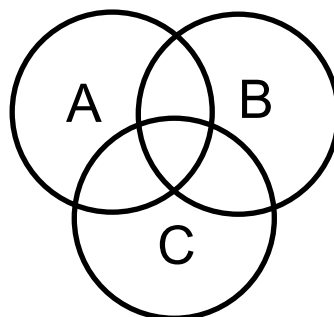
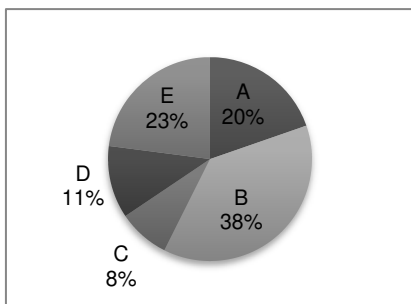
A lot of people who are not used to presenting in English have difficulty in referring to visuals, or tend to do so in a very robotic or unnatural style. By learning and practicing with a few of these phrases, there will be a vast improvement in the way your audience responds to your presentation –you will seem more professional and a better presenter.

Firstly, let's look at the different types of visuals which can be used. If you decide to use a noun to refer to visuals, it's important to use the correct one.

GRAPH



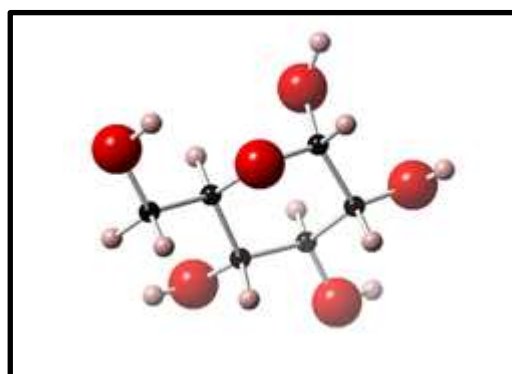
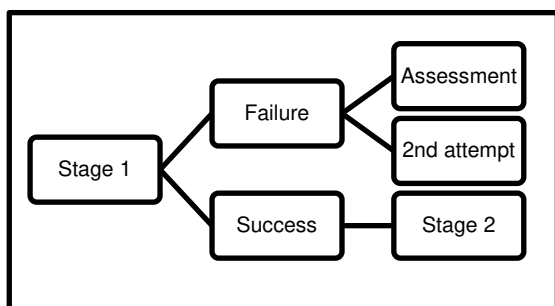
CHART



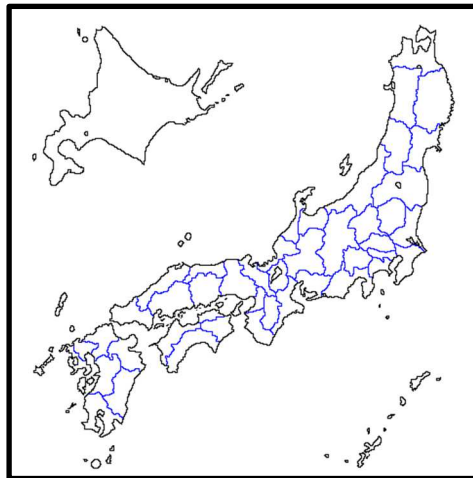
TABLE

	Mon	Tue	Wed	Thu	Fri
A	2.6	5	4.2	9.8	0
B	4	4	4	3.2	4
C	7.6	8.2	8.3	7.5	7.2
D	0.6	0.5	0.8	0.3	0.1

DIAGRAM



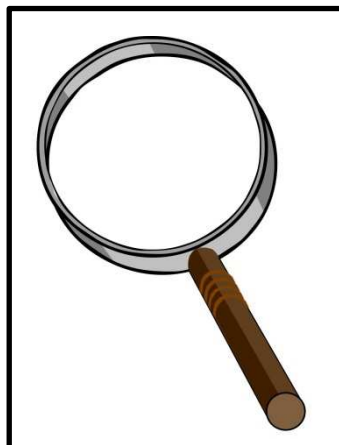
MAP



PICTURE



DETAIL



Next, let's look at a few key phrases which any good presenter should have in their repertoire. The phrases themselves are relatively simple, but the key to using them successfully comes from fitting them into your speech naturally, and varying their use throughout the presentation. A presenter who uses only one of the phrases over and over would sound very unnatural.

As you can see here, ...

This graph/chart/etc. shows...

If you look at this graph/chart/etc., you can see...

I'd like to draw your attention to this graph/chart/etc....

Here we can see...

This is a graph/chart/etc. of...

You'll notice here that...

Other useful language:

Columns/rows

Top left, top right, bottom right etc.

To the left, to the right, towards the center, towards the top, etc.

Above/below/next to

In the foreground/background

Vocabulary and phrases to describe change

It is not unusual to have to talk about data and statistics in presentations and often we will need to describe change, so it's worth building up a solid vocabulary to help you in this area.

VERBS:

increase \leftrightarrow decrease

rise \leftrightarrow fall

hit a high \leftrightarrow hit a low

fluctuate \leftrightarrow remain stable \rightarrow stabilize/level off

peak \leftrightarrow bottom out

rocket ↔ plummet grow ↔ shrink expand ↔ diminish

improve ↔ recover ↔ worsen

ADVERBS:

enormously/massively ↔ greatly/considerably ↔ slightly

rapidly/quickly ↔ slowly suddenly ↔ gradually

fortunately ↔ unfortunately

sharply/dramatically ↔ moderately

disastrously ↔ disappointingly ↔ predictably

NOUNS

an increase a decrease a rise a fall

a fluctuation a peak growth a boon

a slump expansion a reduction

Mistake survival

We all sometimes make mistakes during presentations – even native speakers. But it is especially difficult to avoid the occasional mistake for non-native speakers. If you concentrate too much on the subject you may make mistakes with your language, and vice versa, if you focus too intently on your language you may lose track of the topic.

The simplest way to rectify a small language error is to simply say “Sorry” and then repeat the sentence correctly whilst emphasizing the corrected word.

“We have seen a vast number of changes to our company over the last eighty months...sorry...over the last **eighteen** months, but...”

Sometimes though, we make much bigger errors. Here are some examples of how to deal with those:

Sorry, let me rephrase that.

Sorry, what I meant is...

So, let me just recap the main points there...

Or if things get really confused, for the sake of clarity it may be best to just quit and start that section again.

Sorry, that wasn't quite right. Let me start that again...

Section Five – Professional Presentation Techniques

Timing: Language chunking

Language chunking is probably **the most important** presentation technique you can learn. By breaking up the flow of language into small, manageable chunks which the audience can comfortably follow and understand we will massively increase the success of the presentation. In addition to making our speech more understandable, chunking also gives more dynamism to the words and therefore creates more interest in the listener.

Good language chunking takes a little practice, but the basic idea is to separate the language into small (but complete) phrases. It's a good idea to mark these chunks out on your script beforehand. Let's look at an example, here is a passage from a speech

The old story about climate protection is that it's costly, or it would have been done already. So government needs to make us do something painful to fix it. The new story about climate protection is that it's not costly, but profitable. This was a simple sign error, because it's cheaper to save fuel than to buy fuel, as is well known to companies that do it all the time -- for example, DuPont, SD microelectronics. Many other firms -- IBM -- are reducing their energy intensity routinely six percent a year by fixing up their plants, and they get their money back in two or three years. That's called a profit.

- Amory Lovins, Winning the oil endgame, TED2005

Here is the same passage again, but this time split into “language chunks”.

The old story about climate protection
is that it's costly,
or it would have been done already.

So government needs to make us do something painful
to fix it.

The new story about climate protection is
Is that it's not costly,
but profitable.

This was a simple sign error,
because it's cheaper to save fuel
than to buy fuel,
as is well known to companies that do it all the time
-- for example,
DuPont,
SD micro electronics.

Many other firms –
-IBM
-are reducing their energy intensity routinely
six percent a year
by fixing up their plants,
and they get their money back
in two or three years.

That's called a profit.

By breaking up these sentences into smaller complete language chunks, it is easy to follow a good rhythm as you speak. Rhythm is a very important, and often overlooked, part of natural communication. Native speakers will have developed this rhythm naturally over time, but for non-native speakers, actively thinking about how to chunk your language will be a great help.

Now try this for yourself with the following speech passages. Break the language into chunks by marking the breaks / symbol.

(For examples of the correct recommended chunking for these passages see Appendix ??????????????????)

In 1962, Charles Van Doren, who was later a senior editor of Britannica, said the ideal encyclopedia should be radical – it should stop being safe. But if you know anything about the history of Britannica since 1962, it was anything but radical: still a very completely safe, stodgy type of encyclopedia. Wikipedia, on the other hand, begins with a very radical idea, and that's for all of us to imagine a world in which every single person on the planet is given free access to the sum of all human knowledge.

And that's what we're doing. So Wikipedia – you just saw the little demonstration of it – it's a freely licensed encyclopedia. Its written by thousands of volunteers all over the world in many, many languages.

- Jimmy Wales, the birth of Wikipedia. TEDGlobal 2005

The truth is, an oil future is not a secure future for America. Indeed, the rest of the world is already moving away from oil, and the longer we wait, the more difficult and painful it will be for our companies and our workers to catch up. Countries like China and Japan are creating jobs and slowing oil consumption by churning out and buying millions of fuel-efficient cars. Brazil, a nation that once relied on foreign countries to import 80% of its crude oil, will now be entirely self-sufficient in a few years thanks to its investment in biofuels. By getting more ethanol on the market and equipping their cars with the flexible fuel engines that allow them

to run on fuel, Brazil has succeeded [and] secured its energy supply while still giving consumers a break at the pump.

So why can't we do this? Why can't this be one of the great American projects of the 21st century?

The answer is, it can. We can do this with technology we have on the shelves right now, we can do it by saving, not crippling, our ailing auto companies, and we can do it by using the kind of clean, renewable sources of energy that we can literally grow right here in America.

- Barack Obama, Resources for the Future, 2005

Apple is this unique company, unique culture that can't replicate. And I'm not going to witness or permit the slow undoing of it, because I believe in it so deeply.

Steve drilled in [to] all of us, over many years, that the company should revolve around great products, and that we should stay extremely focused on [a] few things. Rather than try to do so many that we did nothing well. And that we should only go into [markets] where we can make a significant contribution to society, not just sell a lot of products in a market.

So these things, along with keeping excellence as an exportation of everything at Apple these are the things that I focus on, because I think these are the things that make Apple this magical place that really smart people want to work in and sort of do not just their life's work, but their life's work.

-Tim Cook, Goldman Sachs Technology and internet Conference 2012

Timing: Pausing for effect

As explained on the previous few pages, using chunking/rhythm is a great way to sound natural and be easily understood. However, when we combine a natural rhythm with pausing for effect, we can really step up our speaking to a professional level. These two techniques, when used together correctly, can lead to fantastic public speaking!

With the previous chunking activity, we have already marked the chunks with a slash symbol. But we can also employ longer pauses after very interesting or important points. We do this in order to let the information sink in, and to ensure the audience can understand these key phrases.

Here is the previous example passage again. This time the passage is marked with a single slash / for the basic chunking, a double slash // for a slightly longer pause, and finally Triple slashes /// for a larger pause again.

The old story about climate protection / is that it's costly, // or it would have been done already. // So government needs to make us do something painful / to fix it. /// The new story about climate protection / is that it's not costly, // but profitable. /// This was a simple sign error, // because it's cheaper to save fuel // than to buy fuel, // as is well known to companies that do it all the time / - for example, / DuPont, / SD microelectronics, /// Many other firms - / IBM - / are reducing their energy intensity routinely // six percent a year // by fixing up their plants, // and they get their money back / in two or three years. // That's called a profit. ///

As you can see, we tend to use longer pauses after commas, full stops, and after important concepts. For example, "it's cheaper to save fuel" and "six percent a year" are both key points in this speech and therefore a pause should be left to make them more memorable. We can use even longer pauses at the end of an important sentence, or between two sentences of different topics.

Extra tip: It is a good idea to make your presentation script with stashes as shown here, as it will help you to develop the correct timing as you practice (or read) your presentation.

Look back at the previous passages which you have already marked with single slashes / and think about where there could be a longer pause. Mark those with a double slash // or a triple slash ///. (Correct markings for these passages can be found in the Appendix p???)

Vocal techniques: Stress/Emphasis

The final technique to combine with the two above is Stress. Stress is a really simple and effective way to highlight parts of your speech. Native speakers will often naturally place stress on the last word of a language chunk (i.e. before a pause), but not always. In fact, a better way to think about using emphasis, is for words or data that fall into one of the following categories.

Important names/subjects/objects

Numbers, figures, or data

Important adjectives/adverbs

Pairs of contrasting words/ideas

We can create stress or emphasis in two ways. Either through pronouncing the word or phrase with a different or stronger tone, or through slowing the word down and giving it a more deliberate pronunciation. Ideally, a great speaker will do both. This will give the presentation a great dynamic quality.

However it should be noted that many non-native English speakers feel a little awkward or self-conscious when they try to change their vocal levels or use their voice differently. This is an understandable feeling. But remember public speaking does not need to sound “normal” or like regular speech. The object is to communicate clearly, effectively, and to lead the audience towards certain ideas. Stress/emphasis in your voice may sound a little strange to you, but the audience won't be concerned and they will follow your message much more easily.

Conclusion

Hopefully this booklet has provided you with some useful techniques and pointers for your future English presentations. These tips are an excellent way to improve your presentation ability and maximize the impact you have on audiences. However, at the base of any good English presentation is of course, good content, good structure, good grammar, but most of all, enthusiasm, positivity and confidence!

With practice and commitment, anybody can give a great presentation. So get out there and start practicing.

In 1902 Charles Van Doren, who was later a senior editor of Britannica, said the ideal encyclopedia should be radical – it should stop being safe. But if you know anything about the history of Britannica since 1962, it was anything but radical still a very completely safe, stodgy type of encyclopedia. Wikipedia, on the other hand, begins with a very radical idea, and that's for all of us to imagine a world in which every single person on the planet is given free access to the of all human knowledge.

And that's what we're doing. So Wikipedia – you just saw the little demonstration of it – it's a freely licensed encyclopedia. It's written by thousands of volunteers all over the world in many, many languages.

-Jimmy Wales, The birth of Wikipedia, TEDGlobal 2005

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- The truth is, an old future is not a secure future for America. Indeed, the rest of the world is already moving away from oil, and the longer we wait, the more difficult and painful it will be our companies and our workers to catch up. Countries like China and Japan are creating jobs and slowing oil consumption by churning out and buying millions of fuel-efficient cars. Brazil, a nation that once relied on foreign countries to import 80% of its crude oil, will now be entirely self-sufficient in a few years thanks to its investment in biofuels. By getting more ethanol on the market and equipping their cars with the flexible-fuel engines that allow them to run on this fuel, Brazil has succeeded [and] secured its energy supply while still giving consumers a break at the pump.

So why can't we do this? Why can't this be one of the great American projects of the 21st century?

The answer is, it can. We can do this with technology we have on the shelves tight now, we can do it by saving, not crippling, our ailing auto companies, and we can do it by using the kind of clean, renewable sources of energy that can literally grow right here in America.

Barack Obama, Resourced for the Future, 2000

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an oil future

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So, these things, along with keeping excellence as an expectation of everything at Apple, these are the things that focus on, because I think those are the things that make Apple this magical place that really smart people want to work in and sort of do not just their life's work, but their life's best work.

Tim Cook, Goldman Sachs Technology and Internet Conference 2012

The **old** story about climate protection / is that it's **costly**, // or it would have been done already. // So government needs to make us do something **painful** / to fix it. /// The **new** atory about climate protection / is that it's **not** costly, // but **profitable**. /// This was a simple dign error, // because it's cheaper to **save** fuel // than to **buy** fuel, // as is well known to companies that do it all the time / - for example. / DuPont, / 3D microelectronics. /// Many other times - /

IBM - / are reducing their energy intensity routinely // six percent a year // by fixing up their plants, // and they get their money back / in two or three years. /// That's called a profit . ///

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