

## PRACTISING PRESENTATIONS

### Convincing language

- A) Read the two proposals below. Highlight the words and phrases that make Proposal A tentative and Proposal B more positive and convincing.**

**Proposal A)** *Let me then turn to the third and final option which is to move to new offices near the airport. There are some drawbacks to this option as the process of finding a location, building to our specifications and moving will be costly and time-consuming. We shouldn't worry too much about these drawbacks though as the advantages outweigh the disadvantages. I suggest that we find a location where we can build to our specifications in a way that reflects our corporate image. Clients could get to our offices more easily from the airport and we should be able to build an underground garage so that there'll be more visitor parking. In addition, you find good accommodation around the airport. Hopefully, we could restructure the offices so that we maybe can improve internal communication and leave room for new departments as we perhaps grow. We should stick to our corporate values and many of our staff will probably stay with us.*

**Proposal B)** *Let me then turn to the third, final and best option which is to move to new offices near the airport. There could be some minor drawbacks to this option as the process of finding a location, building to our specifications and moving might be costly and time-consuming. We should not worry about these drawbacks though as the advantages far outweigh the disadvantages. I strongly recommend that we find a location where we can build to our specifications in a way that reflects our corporate image. Clients will get to our offices more easily from the airport and we are going to build an underground garage so that there will be more visitor parking. In addition, you do find good accommodation around the airport. What we'll do is restructure the offices so that we'll certainly improve internal communication and leave room for new departments as we grow. We plan to stick to our corporate values and to keep most of our staff.*

### Body Language

- a) eye contact – focus on individual listeners for a few seconds
- b) facial expressions – related to the emotion/information you want to convey (smile often!)
- c) small (but noticeable) and stiff gestures – head, shoulders, hands
- d) point at visuals/important information
- e) make it natural

**Presentation practice. Read one of the two stories below. Then choose on the following presentation subjects (or create your own):** *research, understanding investment opportunities, attaining goals, corporate culture – motivating employees, risks and rewards.* **Finally, try to prepare a two-minute introduction section to your presentation. Introduce the topic of your presentation and then incorporate the story into the presentation.**

### **Music History**

Decca Records auditioned two groups at their London studios on New Year's Day in 1962. After the audition Decca decided to take on the local band, The Tremeloes. Dick Rowe, head of Decca's pop division, rejected the second group saying, "We don't like their sound and guitar music is on the way out." This second group was a Liverpool band called The Beatles. They went on to sign with Parlophone Records and from there to become the biggest success in pop history. Dick Rowe went down in music history as the man who rejected The Beatles.

### **The Fox and the Grapes**

One hot summer's day a fox was strolling through an orchard when he came to a bunch of grapes just ripening on a vine on a very high branch. "That's just what I need for my thirds," the fox thought. Going back a few steps, he took a run and a jump, and just missed the grapes. Turning round again, he jumped up with a "one, two, three," but with no success. He tried to get the grapes again and again but in the end gave up. The fox walked away with his nose in the air, saying, "I am sure they're sour."