

## **How to Use Microsoft Office PowerPoint**

### **Part 1 of 3: Creating a Presentation**

#### **1. Choose between a blank presentation and a template.**

When you start a new PowerPoint file, you can either create a blank presentation or a template. Blank presentations allow you to apply your own style, but this can be a time-consuming process. Templates can give your presentation a uniform style, but they may not suit your exact needs.

You can edit any aspect of a template, so feel free to choose one that mostly matches your vision and tweak it as you see fit.

You can apply themes to your project at a later time after you've added content. Click the Design tab and select a theme. It will be immediately applied to your project. You can either undo it (Ctrl + Z) or revert to a blank theme if you don't like it.

You can access templates from the File tab. Click New and then browse the available templates. You can also download additional templates from a variety of resources online.

#### **2. Create your title slide.**

Your title is the first thing that your audience will see. It should be easy to read and give a basic overview about the topic of the presentation. Most presenters will include their or their group's name on the title as well.

#### **3. Add new slides for content.**

Press Ctrl + M for a new slide. A blank slide will be added after the slide you are currently on. The slide will contain a title box and a text box. You can choose to use these or insert your own objects using the Insert tab.

- When adding a text box, you can click and drag to make it whatever size you'd like. You can then adjust this later by grabbing one of the corners with your cursor and then clicking and dragging again.
- You can click on any text box and start typing to begin adding text to your presentation. You can format text just as you would in Word, with formatting options available in the Home tab.

#### **4. Navigate your presentation.**

You can use the frame on the left side of the window to quickly scroll through your slides. Clicking any of them will open that slide so that you can edit it. You can click the Outline tab to see an outline tree of your presentation. Each slide will be labeled by the slide title.

#### **5. Preview your presentation.**

You can get a basic feel for the flow of your presentation at this point by pressing F5 to start the slide show. Click the mouse to advance the slides. Use the preview slide show to get an idea of how long the presentation is and how well information flows from one slide to the next.

### **Part 2 of 3: Jazzing It Up**

#### **1. Add transitions between slides.**

Once you have some content in your slides, you can start adding some effects to help make it a bit more interesting for your audience. Select a slide and click the Transitions tab. You will see a list of the most common transitions. You can also click the arrow at the end of the list to open the full listing of available transitions.

When you pick a transition, it will affect how that slide appears. For example, adding a transition to Slide 2 will affect how Slide 1 transitions into Slide 2. You will be able to see a preview in the slide editing window when you click each transition.

Avoid going crazy with a bunch of different transitions. This can be distracting to the audience and keeps them from focusing on what's most important: your content.

#### **2. Add backgrounds.**

Plain white is boring. If your presentation is standard text on a plain white background, half of your audience will be asleep before you reach the third slide. Use subtle backgrounds to add a little visual flair to your project.

Right-click on a blank section of your slide and select "Format Background", or click the Design tab and then click the arrow icon next to "Background" on the far right.

Choose your fill type. You can choose a solid color, a gradient fill, a picture background, or a pattern fill. Selecting each choice will display several options for it, such as fill color, picture

location, gradient settings, and more. Experiment until you find the background that fits your presentation.

By default, the background will only be applied to your active slide. Click the "Apply to All" button to apply your background choices to every slide.

Make sure that your text is still easily readable with the background you choose

### **3. Add images.**

Adding pictures, diagrams, and other visual aids can help the audience grasp the ideas of your presentation and drive your point home. Images break up the monotony of text and help keep the audience from tuning out.

Click the Insert tab. There will be a large number of options when it comes to inserting objects. Click the Picture button to insert a picture from a file on your computer. You can click the Photo Album button to insert an entire album of photos into the slide as well.

Use the Charts button to insert easy-to-read charts that will help the audience understand your data. Once you choose your Chart type, Excel will open, allowing you to enter in your data or copy it from an existing spreadsheet.

Use the Shapes button to insert pre-made shapes or draw your own. You can use the shapes to outline important text or create arrows and other visual indicators.

Avoid drowning your presentation with pictures. If it looks too busy, the audience will have a hard time parsing your written information.

### **4. Add links.**

You can add links to your slides that will allow you to quickly access websites or email addresses. This can be especially useful if you are distributing the presentation and want people to be able to easily view related webpages or send you an email.

To add a link, place your cursor in a text box and then click the Hyperlink button on the Insert tab. You can choose to link to a file on your computer, a webpage, an email address, or even another slide in your presentation.

## **5. Embed video.**

You can add video files to your slides. This can be useful for reports or any other video file that may relate to your presentation. The video file will play when the slide appears.[1]

Click the Video button in the Insert tab. you will be able to browse your computer for video files. While it's not as straightforward, you can embed YouTube videos as well. See this guide to learn how.

## **Part 3 of 3: Making It Memorable**

### **1. Keep the number of slides to a minimum.**

Extremely long presentations will bore your audience, even if they are obsessed with your subject matter. Extraneous slides with little to no content will also make the presentation drag and wear on the audience's interest. Try to keep your presentation short and sweet, and make sure you are using the space on each slide to it's maximum potential.

### **2. Choose a good font size.**

Presentations are designed to be read, otherwise it would just be a speech. Make sure that your audience will be able to easily read what you have written. A 10 point font may look okay when you're sitting at your computer, but when it's projected on the screen, people may be leaning forward in their seats straining to read.

On a related note, make sure that your font choice is readable as well. Curvy and extravagant fonts may look cool, but they'll make your audience just stop caring if they can't read it.

### **3. Apply a consistent, subtle style.**

The best presentations are those that have a consistent, deliberate style. use minimal amounts of color and stylistic accents to make your presentation stand out without being garish. When in doubt, use one of the templates for a guide.

**4. Triple-check for spelling and grammar errors.**

If you misspell a word, you might not notice it, but someone in your audience will be sure to spot it. Spelling and grammar mistakes will lower your credibility, even subconsciously, so you'll want to work extra hard to ensure that everything is written clearly and correctly.

Get someone to help you proofread your presentation before you give it. A fresh set of eyes are much more likely to catch mistakes that you gloss over.

**5. Practice! The PowerPoint is only part of your presentation.**

The other part is you! Take some time and practice your talking points as well as moving through the slides. Work on your timing and ensure that each slide accurately sums up your talking points. Make your own notes or memorize your presentation; reading off of your slides while you are giving your presentation is a big no-no.

Talking using a PPT

# 1. What makes a good presentation?

## Vocabulary

### NOUNS

aids  
attitude  
complexity  
content  
equipment  
eye contact  
formality  
gesture  
handout  
impact  
interest  
introduction  
involvement  
mannerisms  
rhythm  
sections  
structure  
visuals  
voice  
volume

### VERBS

adjust  
conclude  
design  
engage  
establish  
link  
promote  
provide  
summarize

### ADJECTIVES

allotted  
confident  
distracting  
maximum  
relaxed  
relevant

### ADVERBS

thoroughly

## Checklist

### Remember your audience

Establish clear objectives in the introduction  
Meet audience expectations with relevant content  
Create interest and promote involvement



Involve your audience.

### Organize the information

Design an overall structure which is clear  
Make sure that the introduction and ending have maximum impact  
Link the different sections together  
Communicate using the allotted time



Use simple visuals.

### Use visuals effectively

Use clear and simple messages  
Create impact  
Handle visual aids and equipment professionally  
Be prepared to provide handouts



Avoid distracting mannerisms.

### Communicate with body language

Maintain a relaxed attitude: remain confident and positive.  
Use eye contact to engage your audience  
Focus meaning by movement or gesture  
Avoid distracting mannerisms



### Deliver your message

Use your voice effectively: volume, rhythm and pause  
Adjust complexity / formality of language to the audience



Use your voice effectively.

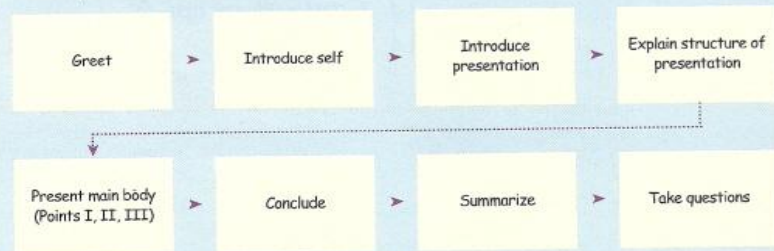
### Prepare thoroughly

Write brief notes to assist  
Practice before the real thing



Practice makes perfect.

## Classic presentation organization



Talking using a PPT

## 2. Starting

### Vocabulary

#### NOUNS

aim  
background  
comments  
flipchart  
greeting  
OHP  
overhead projector  
parts  
points  
position  
sections  
springboard  
title  
topic  
whiteboard.

#### VERBS

analyze  
convince  
divide  
examine  
move on to  
outline  
persuade  
speak about  
split  
talk about

#### ADJECTIVES

brief

### Key Language for Introductions

#### Greeting

Good morning/afternoon/evening, ladies and gentlemen.  
Welcome to Ericomm.  
Hello/Hi, everyone.

#### Name and position

Let me just start by introducing myself. My name is Peter Wong.  
As some/most of you already know, I am Peter Wong.  
I'm in charge of/responsible for production.  
I'm the new CEO.

#### Title/subject

The title/subject/topic of today's presentation/talk is ....  
Today, I'd like to speak about ....  
What I'd like to talk about is ....

#### Objective

The objective of this presentation is to present ....  
This talk will act as a springboard for discussion.  
The aim today is to give some background about ....

#### Main parts/outline

I've divided/split my talk into four main parts/sections.  
First, what I want to do is give you some background ....  
Second/Third, we will look at/move on to ....  
Then/Next/After that/Finally, I will speak about/examine ....

#### Visuals

I will be using the whiteboard and flipchart.  
I will be using the overhead projector.

#### Length of presentation

The presentation will take/last about ... minutes.  
I will speak for about ... minutes.  
I plan to be brief. About ... minutes.

#### Questions

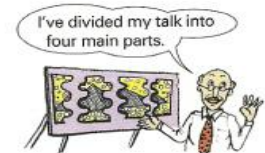
If you have any questions, please feel free to interrupt.  
Please interrupt me as we go along if you have any questions.  
I'd be glad to take any questions at the end of my presentation.

#### Audience

I know that you have all traveled a long way.  
I'm very grateful that you could come today.  
It's nice to see so many faces.  
I look forward to your comments on this.

#### Link to start

OK. Let's start with the first point which is....  
All right. We can begin by looking at ....



Explain the structure.



Timing



Link the different parts of the presentation.

#### The Classic Introduction – Checklist

- greeting
- name and position
- the title/subject
- the objective
- the main points
- mention visual aids you will use
- time you will take
- when you would like questions
- refer to your audience
- link to first section

#### Verbs to Explain Objectives

inform	introduce
describe	outline
show	examine
focus on	look at
discuss	persuade
convince	analyze

Talking using a PPT

### 3. Signaling – linking the parts

#### Vocabulary

**NOUNS**

argument  
audience  
comments  
idea  
point  
thoughts  
questions

**VERBS**

clarify  
come back to  
cover  
deal with  
digress  
return to  
sequence  
signal  
turn to

**ADVERBS**

at this point  
clearly

**Sequencing ideas**

First/Second/Third/Then/Next/Finally ....  
The first/second/third/final point is ....

**Ending a section**

Right/So/Well/OK ....  
That's all I wanted to say about ....  
I think that covers everything on ....  
I think that deals with ....  
To summarize,....

**Intermediate questions**

Are there any questions or comments on that?  
Would anyone like to ask a question at this point?

**Opening a new section**

Let's now look at ....  
Now I want to turn to ....  
This brings me to the third and final point which is ....

**Exploring a list of points**

In relation to ....  
Regarding ....  
Concerning ....  
With respect to ....

**Adding ideas**

In addition to this ..../Moreover ....  
However ..../Despite this ....  
So ..../Therefore ....

**Digressing**

If I could just digress for a second, ....  
I would like to look at ... in passing.  
By the way ..../Incidentally ....

**Going back**

Let me now return to ....  
Let me now come back to ....

Third, having looked at customers and markets, the next issue is pricing.



Sequence ideas clearly.

I think that covers everything about our no smoking policy. Are there any questions on that?



Close points clearly and encourage questions!

Another factor in our decision to relocate to Australia was the weather.



Add ideas to develop your argument.

If I could just digress again for a second...



Respect your audience.

**Presentation tips**

Signaling will:

- clarify the structure of your talk
- help the audience to understand what you are saying
- help to organize your thoughts as you give the presentation

Talking using a PPT

## 4. Highlighting and emphasizing

### Vocabulary

#### NOUNS

articulation  
contrast  
disaster  
improvement  
key word  
option  
repetition  
solution  
team work

#### VERBS

achieve  
emphasize  
highlight  
reiterate  
simplify  
stress

#### ADJECTIVES

absolute  
brilliant  
complex  
critical  
dramatic  
essential  
important  
outstanding  
remarkable  
simple

#### ADVERBS

basically  
carefully  
closely  
exactly  
frankly  
repeatedly  
simply  
totally

#### Focusing

I'd like to emphasize ....  
I'd like to stress ....  
I should reiterate/repeat ....  
It is critical/essential to understand ....

#### 'What'

What we can't do is ....  
What I'd like to do is ....  
What we have been able to do is ....  
What is really important is ....

#### Repetition

This is a **very, very** difficult problem.  
We thought for a **long, long** time about this.  
We **need** to do something and we **need** to do it now.

#### Simplifying

To be honest,..../ Frankly speaking,....  
Basically,..../ To put it simply,....  
Believe me,....

#### Analyzing

Let's look at this more closely.  
What does this mean exactly?  
In other words,....

#### Articulation – stressing

*Auxiliary verbs – do | does | did*  
We **did** achieve many things last year.  
It **does** seem to be the best solution.  
We **did** think very carefully about this.

#### Key words

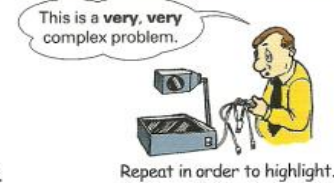
I agree, it is important.  
We have tried **repeatedly**, believe me.  
There is a **lot** of room for improvement.

#### Dramatic language

A total/absolute/complete disaster  
A great/outstanding/remarkable success  
Totally unacceptable/Quite brilliant

#### Contrast

Actually ..../In fact ..../In reality ..../The truth is that ....  
**Yesterday** it was easy. **Today** it is far more difficult.



**Little words:**  
**Big impact**  
It is **so** simple.  
It is **really** easy.  
It is **far too** difficult.  
It is **simply** brilliant.  
It is **no** problem.

Talking using a PPT

## 5. Engaging your audience

### Vocabulary

#### NOUNS

a show of hands  
clarification  
diplomacy  
expectation  
facts  
neighbor  
point of view  
rapport  
specialist  
statistics

#### VERBS

acknowledge  
afford  
downsize  
ignore  
lead to  
offer  
spend time on  
tend to

#### ADJECTIVES

diplomatic  
recent  
rhetorical  
satisfied

#### Rhetorical questions

Are we satisfied with this product?  
Do we really want to downsize?  
Is this company growing fast enough?  
Can we afford to ignore this problem?



Rhetorical questions create variety and expectation, leading to an interested audience!

#### Offer clarification

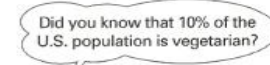
Is that clear?  
Are there any questions about that?  
I'm sure some of you want to take me up on this.



Involve your audience by asking questions!

#### Directing questions

George, I know you have a lot of experience.  
Could you comment?  
Perhaps, I can ask Peter to answer that question? Peter?  
I'd like to try an experiment.  
Could you ask your neighbor ...?  
Can I ask for a show of hands?  
How many people ...?  
How many people here have ever ...?



Interest your audience with statistics.

#### Creating rapport

We need to ....  
We don't need to spend time on this.  
I know what you are thinking.  
I'm sure everyone in this room ....

#### Interesting facts

Did you know that ...?  
According to a recent study ....  
I read somewhere that ....  
Statistics show that ....



#### Interesting examples

For example ....  
For instance ....  
As an example ....



#### Acknowledge

I'm sure you don't need me to tell you that ....  
I realize you all know ....

Be diplomatic/  
Use diplomacy.

#### Diplomacy – softening

I tend to think that ....  
It seems to me that ....  
It may be a little/bit difficult.

#### Quick tips

- Build a rapport with your audience:
- Use "we" not "I."
  - Understand their point of view.

Talking using a PPT

## 6. Visual aids – design and type

### Vocabulary

#### NOUNS

aspects  
bar chart  
color  
curtain  
diagram  
first glance  
flow chart  
illustration  
layout  
map  
marker  
meaning  
OHP  
pie chart  
plan  
pointer  
presenter  
shape  
slide  
table  
transparency  
visual

#### VERBS

communicate  
distract  
draw attention to  
illustrate

#### ADJECTIVES

compatible  
logical  
shaded  
technical

### Introducing the visual

OK. Let's take a look at ....  
I have a transparency to show you.  
The first/second/next/final slide is ....

### Check with the audience

Is that clear for everyone?  
Is that in focus?  
Can everybody see that?

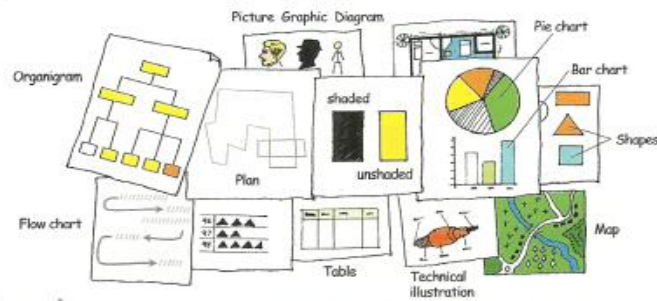
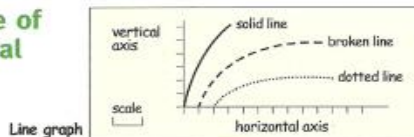
### Meaning of the visual

This shows/illustrates/demonstrates/refers to ....  
This is a graph/a diagram which shows ....  
As you can see, this is ....  
Here we can see ....

### Focusing attention

I'd like to draw your attention to ....  
One of the most important aspects of this is ....  
At first glance it seems .... but ....

### Type of visual



### Equipment and environment



Illustrate things you can't say in words.

### Why use a visual aid?

Saves time  
Highlights key points  
Creates impact  
Helps the presenter  
Creates variety  
Builds interest

### Spot check --visuals

- Are spelling and grammar correct?
- Is lettering clear?
- Is the layout logical?
- Are the colors compatible?
- Does it communicate or distract?

Talking using a PPT

## 7. Visual aids – describing charts

### Vocabulary

#### NOUNS

deterioration  
fluctuation  
peak  
recovery  
slump

#### VERBS

deteriorate  
fall  
fluctuate  
improve  
reach a low point  
recover  
rocket  
slump  
worsen

#### ADJECTIVES

gradual  
rapid  
significant  
slight  
stable

#### ADVERBS

consequently  
gradually  
significantly  
slightly

### Describing change

#### Up

To go up  
To increase an increase  
To rise a rise  
To grow a growth  
To improve an improvement  
To get better  
To recover a recovery  
To rocket

#### Others

To remain stable  
To level out  
To reach a peak  
To peak a peak

### Speed of change

Rapid – Rapidly  
Steady – Steadily  
Gradual – Gradually  
Slow – Slowly

### Degree of change

Dramatic – Dramatically  
Significant – Significantly  
Moderate – Moderately  
Slight – Slightly

### Prepositions

To stand at  
From ... to ...  
By ...  
An increase of ...

### Giving explanations



This was a result of bad planning.

#### The result

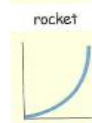
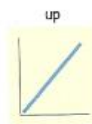
This will result in ...  
This will lead to ...  
Consequently ... / As a result ...

#### The cause

This happened because ...  
This was a result of ...  
So ... / Therefore ...

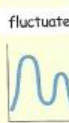


This will lead to job cuts.



#### Down

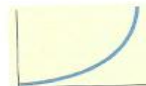
To go down  
To decrease a decrease  
To fall a fall  
To drop a drop  
To deteriorate a deterioration  
To get worse  
To worsen a worsening  
To slump a slump



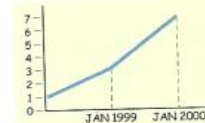
To fluctuate a fluctuation  
To bottom out  
To reach a low point  
To hit a low a low



Sales rose rapidly.  
There was a rapid rise in sales.



Sales rose dramatically.  
There was a dramatic rise in sales.



Sales rose from 3 million to 7 million.  
Sales rose by 4 million.  
There was an increase of 4 million over last year.  
Sales stood at 3 million in January.

Talking using a PPT

## 8. Body language – being persuasive

### Vocabulary

#### NOUNS

advantage  
appearance  
chaos  
disadvantage  
expression  
gesture  
posture  
proposal  
riot  
stance  
suicide

#### VERBS

convince  
maintain  
smile  
take a break

#### ADJECTIVES

absolute  
enormous  
enthusiastic  
facial  
risky  
stark  
superior

#### Checklist

Match your appearance to audience expectations  
Maintain eye contact  
Use positive facial expressions — smile  
Move to create interest  
Use hands to create impact with gesture  
Establish a confident posture and stance  
Create a positive attitude — be relaxed and enthusiastic



#### Persuading language

##### Proposing

I suggest that we ....  
My suggestion is that we ....  
I recommend that we ....  
My recommendation is that we ....  
I propose that we ....  
My proposal is that we ....



##### Advantages

The difference between ... and ... is enormous.  
What are the advantages and disadvantages of ...?  
On the one hand .../On the other hand ....  
This is far superior to .../better than ....



##### Stark options

We have no choice.  
If we don't .... then we will see ....  
Either we .... or ....  
Instead of .... we could ....

##### Neutral vs emotive words

###### Neutral

It is **risky**.  
This may be a **problem**.  
We **require** this.  
Some will **complain**.

###### Emotive

It is commercial **suicide**.  
This will lead to **chaos**.  
This is an **absolute must**.  
There will be a **riot**.



##### Say it three times!

This new product is <sup>[1]</sup>faster, <sup>[2]</sup>cheaper, and <sup>[3]</sup>more efficient.  
This supplier is <sup>[1]</sup>friendly, <sup>[2]</sup>customer-focused, and <sup>[3]</sup>next door!

##### Presentation tip

Practice the introduction until it is perfect.  
You need to convince your audience in the first sixty seconds!

Talking using a PPT

## 9. Communicating styles

### Vocabulary

#### NOUNS

approach  
catastrophe  
competence  
performance  
strength  
style  
weakness

#### VERBS

balance  
concentrate  
exaggerate  
overstate  
perceive  
translate  
utilize

#### ADJECTIVES

balanced  
detached  
emphatic  
impersonal  
in-depth  
organic  
systematic

People have different communicating styles. Understanding how you communicate is important to improve your presentation planning and performance. Consider your own style by asking yourself the questions in the table below. Remember – there is no right or wrong way but you should have a balanced approach.

Communication factor	Personal profile
Systematic vs Organic	Do you prefer structured presentations to a more organic style?
Formal vs Informal	Do you prefer formal language, dress, posture to an informal approach?
Closed vs Open	Do you state facts or ask questions and discuss answers?
Complex vs Simple	Do you enjoy in-depth analysis or communicating simply and efficiently?
Emphatic vs Relaxed	Do you tend to overstate and exaggerate or just concentrate on the facts?
Involved vs Impersonal	Do you engage emotionally with your presentation subject or remain detached?

### Language choices

Now examine some of the ways in which differences in communicating style translate into differences in the language which we use.

#### 1. Choose between formality and informality

##### Formal Phrases

Good morning ladies and gentlemen .... vs  
On behalf of ... may I welcome you to .... vs  
If I may, I'd now like to move on to .... vs  
If you have any questions, feel free .... vs

##### Informal Phrases

Hello, everyone ....  
Thanks for coming.  
OK. Secondly,....  
Just interrupt with questions.

##### Formal Vocabulary

Sales have recovered. vs  
We will acquire the company soon. vs  
We perceive it differently. vs  
We must utilize our competence. vs

##### Informal Vocabulary

Sales have picked up.  
We will buy it soon.  
We see it differently.  
We must use our competence.

#### 2. Balance personal against impersonal

##### Tense

Present simple  
Present continuous  
Present perfect  
Past simple  
Future

##### Passive - Impersonal

It is thought  
It is being examined  
It has been claimed  
It was arranged  
This will be looked at later.

##### Active - Personal

I think  
We are examining  
An expert has claimed  
I arranged it.  
I will look at this later.

#### 3. Balance 'stating' against 'questioning'

It is clear that .... vs Would you agree that ...?  
I don't think that .... vs Do you think that ...?  
We must .... vs Is there any way to ...?

#### 4. Balance 'emphatic' against 'relaxed'

This is a really big problem vs This is a slight worry  
This is a catastrophe vs This may cause a problem  
I am convinced .... vs I tend to think that ....

#### Presentation tip

Focus on your strengths.  
Work on your weaknesses.



Talking using a PPT

## 10. Closing a presentation

### Vocabulary

#### NOUNS

attention  
handout  
recommendation

#### VERBS

advise  
conclude  
expect  
follow up  
go over  
invite  
recommend  
sum up  
summarize

#### ADJECTIVES

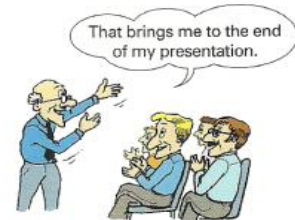
final

#### ADVERBS

attentively  
briefly

### Signaling the end

OK. That brings me to the end of my presentation.  
Right. That covers everything I wanted to say about ....  
So, that's all I have to say.



### Summarizing

To sum up then,....  
In brief,....  
Before I finish, let me just go over ....  
If I can briefly summarize,....



Have a strong finish.

### Concluding

To conclude, I'd like to say that ....  
I'd like to finish by saying ....  
In conclusion,....

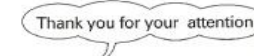
### Final recommendation

It seems to me, then, that we should ....  
I would therefore recommend /advise that ....



### Support

I have prepared a handout which I will pass round.  
I'll give you my e-mail address in case you want to follow up on something I said.



### Closing

Thank you for listening so attentively.  
Thank you for your attention.  
I hope that this has been useful.



### Inviting questions

I'd be glad to answer any questions.  
So, do you have any questions?  
Are there any questions?  
Yes, the gentleman /lady sitting there. [points]



### Presentation tip

Prepare answers to questions which you expect.

Talking using a PPT

# 11. Handling questions

## Vocabulary

### NOUNS

area  
criticism  
field  
response

### VERBS

catch  
depend on  
follow  
hedge  
make clear  
mention  
point out  
refer back  
repeat

### ADJECTIVES

complex  
complicated  
confidential  
difficult  
fair  
glad  
interesting  
positive

### ADVERBS

correctly

### Questions for the presenter

Are you saying that...?

What did you mean when you said ...?

Could you go over that again, please? It wasn't very clear for me.

Could you say a little bit more about ...?

Don't you think that ...?

### Positive response

That's a good / difficult / complex / an interesting question.  
Thank you for asking that question.  
I'm glad someone asked that question. It allows me to say ...

I wish you hadn't asked that.



That's an interesting question.

### Check your answer

Does that answer your question? / Is that OK?  
Is that clear now? / Can we move on?

What do you mean?



If I understand you correctly, you're asking me about ...

Didn't you listen?

### Clarify

If I understand you correctly, you want to know ...  
You're asking me about ... Is that right?  
Sorry I didn't follow / catch the question.  
Could you repeat that for me, please?  
In other words, you're asking ...

### Refer back

As I said earlier, in the first section / at the end of the second section ...  
Yes, I mentioned in the introduction ...



As I said earlier, ...

### Accept criticism

I accept that. / That's a fair point. / I agree with what you're saying.  
Up to a point, I agree.

### Referring back to the presentation

As said / pointed out / explained earlier, ...  
I think we've already made it clear that ...

I should have done more preparation.



That's not really my field.

### Avoiding:

#### 1. Wrong person

I'm afraid I can't really answer that.  
That's not really my area / field, I'm afraid.  
I don't have the figures with me.

#### 2. Wrong topic

I'm afraid that question goes beyond the subject of today's presentation.  
I'm afraid that's confidential. / I'm not at liberty to give you that information.  
I'd be glad to discuss that with you personally after the presentation.

#### 3. Tennis – returning a question

Well, let me ask you the same question.  
OK. Let me ask you a question.  
I can answer that by asking you a question.

I'd be fired if I told you that!



I'm afraid that is confidential.

#### 4. Hedging

Well, that depends on what you mean by ...  
Well, it's a very complicated matter ...  
Well, there are various ways of looking at it.

Talking using a PPT

## 12. Presenting at a glance

### Vocabulary

#### NOUNS

body  
ending  
greeting  
introduction  
length

#### VERBS

close  
digress  
greet  
handle  
highlight  
introduce  
open  
outline  
sequence  
signal  
state

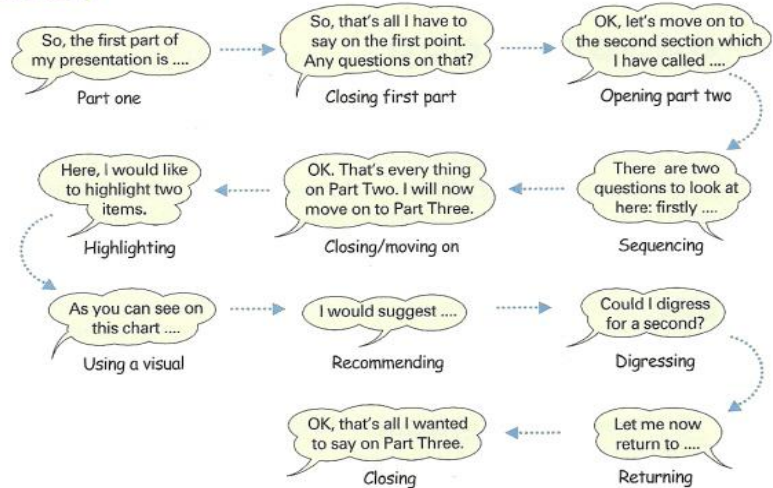
#### ADJECTIVES

positively

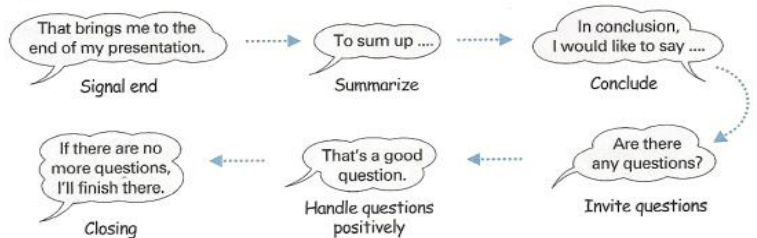
### Introduction



### Main Body



### Ending



Talking using a PPT



## 13. Cross-cultural tips

### Vocabulary

#### NOUNS

analysis  
animation  
dress code  
factor  
hierarchy  
host  
hostility  
interaction  
interruption  
lack  
organization  
personality  
pocket  
precision  
professionalism  
punctuality  
role  
sloppiness  
spontaneity

#### VERBS

bear with  
consider  
contribute  
interrupt

#### ADJECTIVES

dynamic  
irrelevant  
reserved  
rigid  
specific  
strict  
sufficient  
suitable

#### Remember....

Audiences have very different expectations in different cultures. Knowing what your audience expects from the presenter is critical to successful presenting. When preparing and planning presentations for specific audiences, you should consider the following:

#### Involvement Factor

Interaction: Some audiences simply want to listen and not contribute.  
 Role of silence: Some audiences use silence to communicate agreement, not hostility.  
 Interruption: Some audiences expect to be able to interrupt.  
 Human touch: Some audiences like to see the personality of the presenter.  
 Punctuality: Most audiences respect punctuality.  
 Formality: Some audiences see informality as a lack of professionalism.  
 Animation: Some audiences prefer a reserved style to over-enthusiastic presenters.  
 Level of analysis: Many audiences have in-depth specialist knowledge.

#### Organization Factor

Systematic: Some audiences prefer an organic style to rigid structure.  
 Support: Some audiences don't want a lot of visuals and handouts.  
 Digression: Some audiences see digression as irrelevant.

#### Body Language Factor

Hands: Some audiences view hand(s) in pockets as sloppiness.  
 Eye contact: Some audiences feel uncomfortable without eye contact.  
 Dress: Some audiences work in companies and cultures with strict dress codes.  
 Body: Some audiences expect a presenter to be dynamic.  
 Face: Some audiences look for animated facial expressions.

#### Delivery Factor

Language: Some audiences have a limited English vocabulary.  
 Reading text: Some audiences favor spontaneity over precision.  
 Voice: ALL audiences need sufficient volume and a suitable speed.

#### Social Factor

Names: Some audiences prefer family names to first names.  
 Business card: Some audiences will request a business card.  
 Host thanking: ALL audiences expect basic courtesies. Be polite.  
 Hierarchy: ALL audiences respect social and corporate hierarchies.

#### Survival strategies

##### Situation

The audience doesn't understand.  
 You forgot!  
 No vocabulary!  
 You are lost.  
 You drop your slides!  
 No time.

##### Language

Let me go over that again.  
 Perhaps I should mention ....  
 I'm sorry, what's that word again?  
 Now, where was I?  
 Please, just bear with me a second.  
 So, the main point is ....

Talking using a PPT

## 14. Golden rules

### Vocabulary

#### NOUNS

anecdote  
assumption  
clarity  
facilities  
impact  
intonation  
joke  
location  
mannerism  
overhead  
preparation  
spontaneity  
text  
view  
volume

#### VERBS

block  
establish  
photocopy  
practice

#### ADJECTIVES

cultural  
distracting  
inappropriate  
scripted  
sufficient

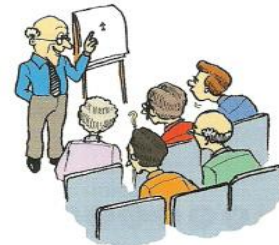
#### ADVERBS

positively  
professionally

Practice and rehearse key English phrases.

#### DO

- establish a clear objective.
- talk about what your audience expect you to talk about.
- organize the information.
- use notes or key words to assist.
- have a strong opening and closing.
- make it interesting.
- use your voice for effect.
- keep it simple.
- use visuals which improve impact and clarity.
- handle equipment professionally.
- speak with sufficient volume and intonation.
- use summaries to link the parts.
- think about the cultural environment.
- dress for the occasion.
- prepare and practice beforehand.
- be confident and relaxed.
- balance spontaneity and preparation.
- handle questions positively.



Use visuals which improve impact and clarity.

#### DON'T

- make assumptions about the location and facilities –check beforehand.
- present information which is too complex for the audience.
- talk for too long.
- tell irrelevant anecdotes or inappropriate jokes.
- speak too quickly.
- use too many visuals.
- photocopy small text onto an overhead.
- read from a scripted text or visuals.
- block your audience's view of a visual.
- talk with your back to the audience.
- use distracting mannerisms.
- forget to summarize at the end.



Don't block your audience's view.