



MODULE 8 PRESENTATION SKILLS

UNIT 2 How to use visuals?

Task sheet

The aim of the lesson:	<ol style="list-style-type: none">1. Introduce different presentation tools for different purposes2. Examine strategies of integrating visuals into the presentation3. Present language to introduce and comment on visuals
Language level:	B2 and up



TASK 1 Different visuals for different purposes

As it was pointed out in Unit 9, visuals should always have a clear purpose otherwise they might act as mere distractions. To be able to fulfil this purpose, visuals and tools of visualisation should be carefully matched to the particular presentation.

One of the key decisions to be made is whether to prepare visuals in advance (e.g., Power Point slides, Prezi) or on the spot (e.g., write on whiteboard, flipchart).

Read the short, numbered notes below about the advantages and disadvantages of visuals prepared in advance or on the spot. Write the numbers below the title that they refer to.

Visuals prepared in advance	Both	Visuals prepared on the spot	
1. allow for varied visuals	2. can be used in full light	3. format and content can be carefully planned	4. can be difficult to see from a distance
5. might glue you to one place	6. can be managed facing the audience	7. require you to turn away from the audience	8. good for workshops to record outcomes
9. can be difficult to manage them AND speak at the same time	10. easy to manage, allow for focusing on the talk itself	11. require focused attention and good synthesising skills	12. work best in the dark
13. restricted to handwriting and drawing	14. allow for more intensive interaction with the audience	15. contribute to a more professional impression	16. final form and content are unpredictable
17. might turn out as disorganised and sloppy without planning	18. technical breakdown might ruin them	19. less dependent on contextual circumstances	20. more time-consuming to operate them during the talk
21. need initial planning of content and structure	22. need initial planning of structure	23. might easily dominate over the presenter	24. allow presenter to keep control more easily

In what presentation contexts would you use pre-prepared visuals and ones created on the spot? Give examples. Consider the occasion, topic and aim, number and characteristics of participants and location.

Visuals prepared in advance:

.....

Visuals prepared on the spot:

.....

TASK 2 Interacting with visuals

Visuals will only become integral part of the presentation if they are systematically connected to the talk. While it is more straightforward in the case of on-the spot visualisation, interacting with pre-prepared visuals requires more attention.

Connection between the visuals and the talk can be established by applying four SMART RULES:

1. Make sure all visuals have a clear purpose
2. Reveal information gradually, only showing what you are actually talking about.
3. When showing images, say what the audience is going to see, explain what they can see, and/or commenting on it.
4. Guide the audience's attention by pointing out key information on slides containing complex images.

Watch extracts from the talks indicated below. Observe how the presenters use their visuals. Answer the questions.

Bill Gross: The single biggest reason why start ups succeed
https://www.ted.com/talks/bill_gross_the_single_biggest_reason_why_start_ups_succeed?language=en#t-385073

Describe briefly which of the above-mentioned strategies the presenter uses, and how.

1. (1.10)	
2. (1.20 – 2.25)	
3. (2.40 – 3.25)	
4. (3.25 -3.40)	
5. (5.55 -)	
6. Which of the four SMART RULES does the presenter seem to disregard? Can you think of any reason why?	

Amy Edmondson: How to turn a group of strangers into a team

https://www.ted.com/talks/amy_edmondson_how_to_turn_a_group_of_strangers_into_a_team#t-146656

Describe briefly which of the above-mentioned strategies the presenter uses, and how.

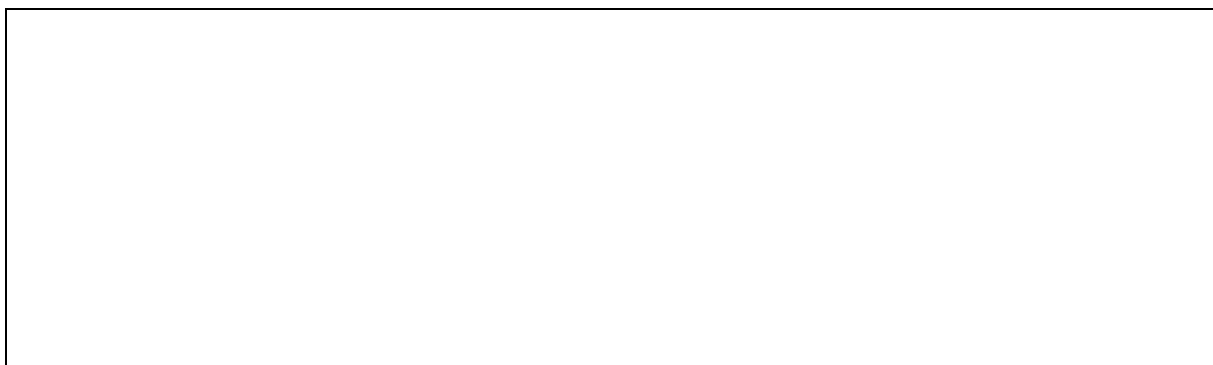
1. (0.31- 0.45)

2. (1.16 – 1.27)

3. (1.27 – 2.00)

4. (2.00 – 2.10)

Finally, look at the picture below. Which SMART RULE is illustrated here? Do you think visualisation is effective here? Justify your opinion.



TASK 3 And now look at the next slide ...

When commenting on visuals, it is important

- to highlight the key aspects of the visual,
- to explain why they are significant, and
- to draw some conclusions.

TASK 3/A Commenting on visuals

In the following tasks, you will find useful expressions to fulfil these functions. Match the two parts of sentences.

HIGHLIGHT	
1. I'd like you to focus your attention	a. out a single decisive factor here.
2. Let us think	b. at some statistics related to last year's turnover.
3. I'd like to point	c. to last year's figures in this chart.
4. I want to draw your attention	d. on an interesting tendency.
5. Now please look	e. about the significance of this figure here.

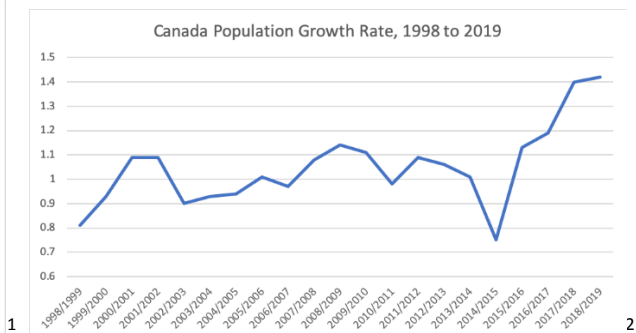
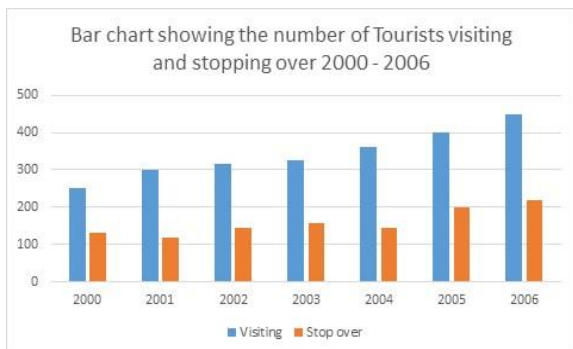
EXPLAIN	
1. As you can see, the results here	a. is not good news for us.
2. If you take a closer look at this graph, you	b. the results do not appear to be convincing.
3. However, we try to find excuses, this	c. are quite controversial.
4. Whatever the explanation for this,	d. this has been our winning campaign.
5. Whichever way you look at it,	e. will see some unexpected tendencies.

CONCLUDE

1. I hope you'll find that there are lessons	a. need to be taken to change this tendency.
2. I'm sure it is clear what steps	b. implications of these results.
3. I'd like to suggest that we draw	c. to be learned from this.
4. It is crucial for us to understand the	d. the significance of this decision on the management's part.
5. Let me just highlight	e. two important conclusions from this report.

TASK 3/B Describing tendencies

Business presentations often report on facts and figures, change and development. Examine the following graph and chart, and read the phrases. Match the correct phrases to the graph or the chart. Write their numbers under the images in the order they describe the visualised tendencies.



--	--

1. plunged dramatically	5. showed slight increase
2. peaked in the last period	6. shot up
3. levelled for a short period	7. recovered and started to soar
4. remained steady	8. fluctuated enormously after a slump

¹ Source of image: [Data Analysis - CSEC Math Tutor](#)

² Source of image: [Record Canada Population Growth Dominated By Immigration - Canada Immigration and Visa Information. Canadian Immigration Services and Free Online Evaluation.](#)

In sum

- **Conference talks, business meetings or workshops require different tools of visualisation based on the expected level of presenter – audience interaction.**
- **Visuals prepared in advance**
 - **can be more carefully designed,**
 - **require less attention during the talk, and**
 - **can provide a more professional impression than handwritten notes produced on the spot.**
- **With on-the-spot notes, you are less exposed to technical difficulties, and can integrate audience contribution into the talk more effectively.**
- **Visuals will support the talk effectively only if they are carefully integrated by**
 - **showing what you are talking about (and only that),**
 - **guiding the audience’s attention visually on complex images, as well as**
 - **signposting and explanation.**

MODULE 8 PRESENTATION SKILLS

UNIT 2 How to use visuals?

Key

TASK 1 Different visuals for different purposes

Visuals prepared in advance (Power Point and Prezi)	Both	Visuals prepared on the spot (Whiteboard, flipchart)
1, 3, 6, 10, 12, 15, 18, 21, 23,	5, 17,	2, 4, 7, 8, 9, 11, 13, 14, 16, 19, 20, 22, 24

In what presentation contexts would you use pre-prepared visuals and ones created on the spot?

Visuals prepared in advance:

- larger audiences,
- less interactive talks,
- informative talks where accuracy is important,
- formal business or academic contexts,
- also entertaining talks, where images can increase the appeal factor

Visuals prepared on the spot:

- more informal contexts,
- interactive, workshop-like talks where the audience's contribution can be turned into shared knowledge

TASK 2 Interacting with visuals

Bill Gross: The single biggest reason why start ups succeed

https://www.ted.com/talks/bill_gross_the_single_biggest_reason_why_start_ups_succeed?language=en#t-385073

Describe briefly which of the above-mentioned strategies the presenter uses, and how.

1. (1.10)	1 clear purpose to illustrate the multitude of companies the presenter has been involved with
2. (1.20 – 2.25)	1 clear purpose: overview of factors to be discussed 2 reveals 5 factors one by one 3 introduces and explains each
3. (2.40 – 3.25)	1 clear purpose: overview of companies examined
4. (3.25 -3.40)	1 clear purpose: overview of results 3 commenting on factors one by one
5. (5.55 -)	1 clear purpose: summary of influential factors 3 introduces and explains summary chart 4 most important factor highlighted in bigger size
6. Which of the four SMART RULES does the presenter seem to disregard? Can you think of any reason why?	Breaking SMART RULE 2 Image 3 (overview of companies, not very effective) Image 5 (summary of factors, but highlights the key factor)

Amy Edmondson: How to turn a group of strangers into a team

https://www.ted.com/talks/amy_edmondson_how_to_turn_a_group_of_strangers_into_a_team#t-146656

Describe briefly which of the above-mentioned strategies the presenter uses, and how.

1. (0.31- 0.45)	1 clear purpose (evoke memories of event) 3 explains connection to teaming
2. (1.16 – 1.27)	1 clear purpose 2 focus on key aspect of definition
3. (1.27 – 2.00)	1 clear purpose (illustrating team cooperation) 2 reveals image first, then, after explanation, defining features of teams 3 explain features of team
4. (2.00 – 2.10)	1 clear purpose, contrast 3 explains difference between different types of teams

Good idea to guide the audience's attention by pointing at key information on a complex slide. However, the letters are too small, and can't be seen from a distance even if the speaker points out the information.

TASK 3 And now look at the next slide ...

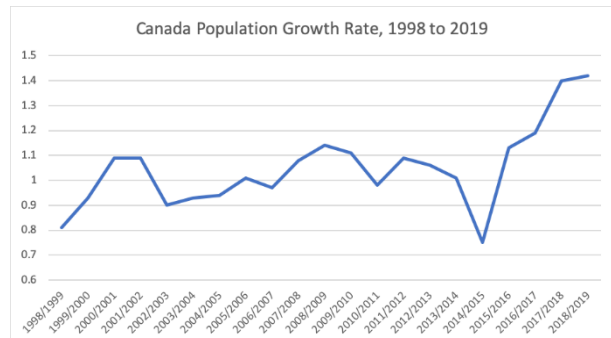
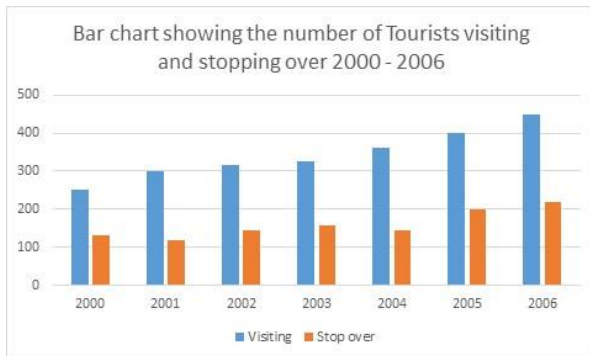
TASK 3/A Commenting on visuals

HIGHLIGHT	
1	d
2	e
3	a
4	c
5	b

EXPLAIN	
1	c
2	e
3	a
4	d
5	b

CONCLUDE	
1	c
2	a
3	e
4	b
5	d

Task 3/B Describing tendencies



5, 3, 4,

6, 1, 2, 8, 7