



MODULE 7 PRESENTATION SKILLS

UNIT 2 Introductions

Task sheet

The aim of the lesson:	<ol style="list-style-type: none">1) Become aware of the strategic importance of introductions2) Examine their function and internal structure3) Learn effective techniques to create introductions4) Learn expressions to signal characteristic parts of introductions
Language level:	B2 and up

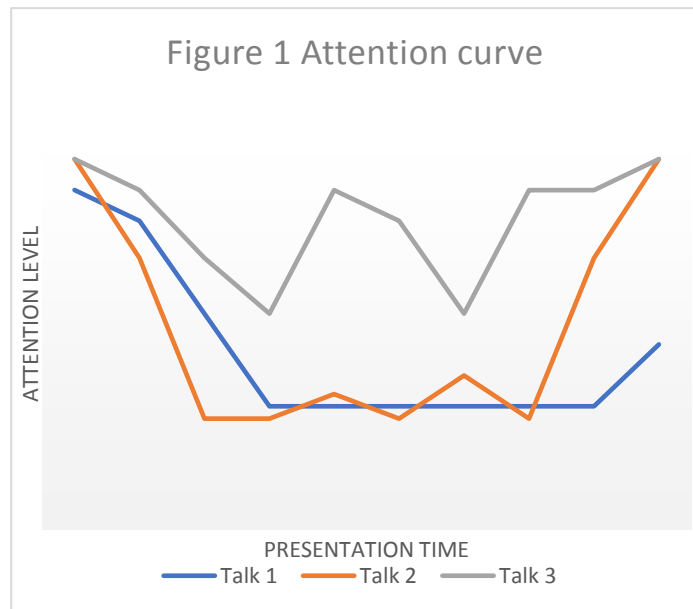


TASK 1 Why bother?

Some presenters believe that it is not worth devoting lot of thought to creating introductions and conclusions. After all, what’s the point about them? They just repeat what is discussed in the body of the talk, anyway – or don’t they?

Figure 1 illustrates the attention level of the audience during three presentations. Study the differences between them, and discuss them with your partner.

1. How long do you think is the short, initial period of top attention level in talks 1 and 3?
2. What causes the fluctuation of attention levels in the middle of talks 2 and 3?

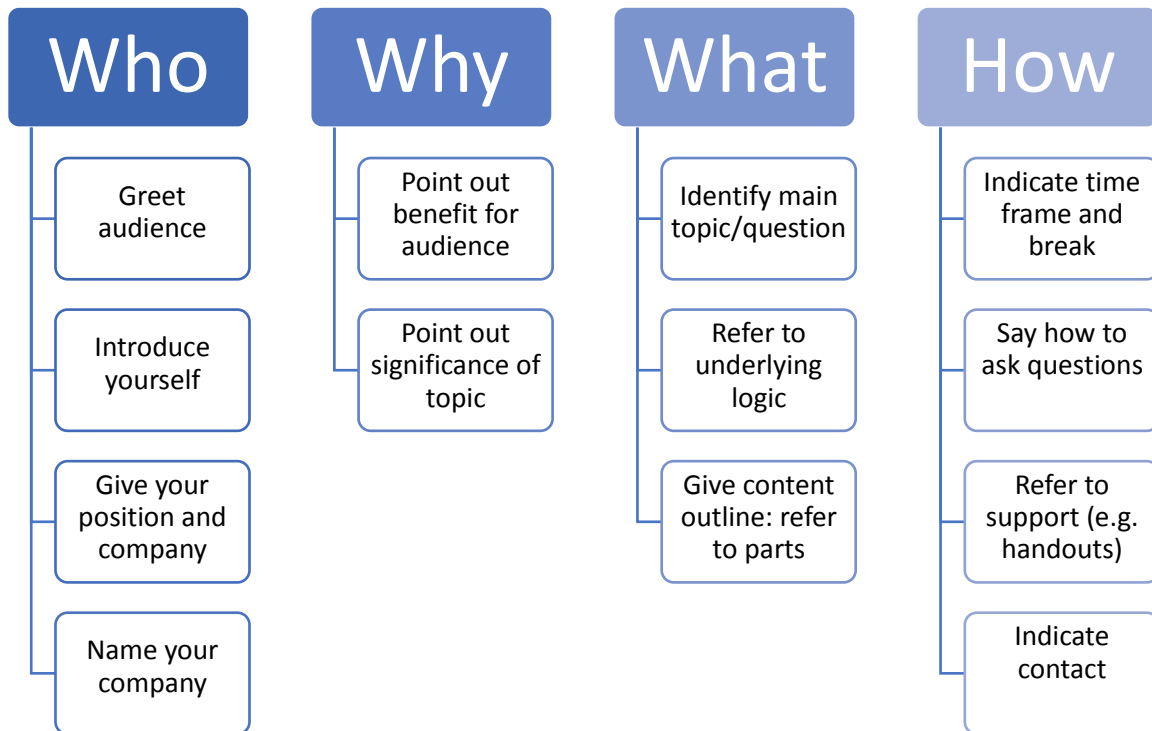


Introductions are a great opportunity to	
1) create interest	Appeal elements
2) connect to the audience	
3) tune your audience to the talk	
4) create credibility by showing your enthusiasm and expertise	
5) introduce yourself and your institution	Content elements
6) point out the benefit of the talk for the audience and the significance of the topic	
7) provide information about the content of the talk	
8) outline how the talk will proceed	

TASK 2 Content elements

One of the key functions of introductions is to provide information about the presenter and the presentation itself. In this CONTENT part we should focus on 4 key points summarised in figure 2.

Figure 2 Aspects of introductions



TASK 2/A Signals

Signal transition from one component to another to help the audience follow you. Indicate which of the four components (Who, Why, What, How) are signalled by the following sentences.

Signalling sentences	Function
1. I've divided my presentation into three parts:	
2. For those of you who don't know me: I'm Tom White, and I'm a ... at	
3. The reason we are here today is to	
4. First of all, I'll be looking at ..., secondly I'll talk about ..., and finally,	
5. On behalf of Mr Jones, may I welcome you to Morney Inc .	
6. Please feel free to interrupt me at any time if you have a question.	
7. I'd like to update you on what we have been working on over the last year.	
8. I'll take 2-3 questions at the end of each point.	
9. Today, I'd like to give you an overview of the results of our new advertising campaign.	
10. The presentation will take about 30 minutes, and then we shall have a coffee break.	
11. I'll pass round copies of my ppt slides so that you can take notes on them during the presentation.	
12. Please take a handout, which contains the charts and tables I'll be talking about.	
13. My objective today is to reconsider our PR strategy, and suggest some new considerations.	
14. Good morning, everyone. My name is Anne Lyley, and I'm responsible for human resources at Rosch Ltd.	
15. If you have any questions, I'd be grateful if you could leave them until the end.	

TASK 2/B Stating your purpose

Read the sentences below signalling the statement of purpose. Fill in the gap with the given words.

Ok, let's get started. Good morning, everyone. My name is Theo Kaspar, and this afternoon I'm going to be:

taking	reporting	telling	talking	showing
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..... you how to deal with late payers.

..... on the results of the PR study we carried out last month.

..... to you about the new app we introduced.

..... you about the fluctuation of the real estate market over the last 6 months.

..... a look at the recent boom in virtual reality software companies.

... so I'll start off by:

filling	bringing	giving	outlining	making	highlighting
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..... you up-to-date on the latest regulations concerning home office.

..... you in on the background to the project.

... then I'll continue with:

..... company policy on part-time employment.

..... you an overview of the history of MOOC-s.

... and finally, I'll close by:

..... a few observations about the bad decisions that have resulted in the collapse.

..... what I see as the main advantage of the new system.

TASK 2/C The full picture

The manager of a public transport company is giving a presentation to his colleagues. Put the components of the introduction in the correct order.



1

	a. I would like to give you an overview of our new “Green Traffic” advertising campaign. The results of the initial client survey may help us plan the next step.
	b. For those of you who don’t know me, I’m Patrick Bailey. I’m the project manager responsible for the “Green Traffic” campaign.
	c. In my talk, I will focus on three main parts.
	d. Good morning, everyone.
	e. Then I’ll move on to the problems we’re facing with the maintenance of the new eco-friendly trams we have introduced.
	f. First of all, thank you for attending this meeting when, I know, you are all busy preparing for the annual meeting. I really appreciate it.
	g. I’ll start off by showing you some pictures of the new trams with the colour options receiving the largest number of passenger votes.
	h. I’ll be speaking for about 30 minutes, and I’ll take questions at the end of each section.
	i. I’ll end with some observations about the passenger survey.
	j. Oh, and you don’t need to take notes as I’ll distribute handouts.

¹ Source of image: [AdinPlay - Maximize the ad revenues from your websites, apps and online games.](#)

TASK 3 Appeal elements

If you can capture the audience’s attention in the first few critical minutes, they will be interested in what you want to say later on as well. Here are some techniques to generate interest. Match them to the examples below.

Figure 3 Appeal elements in introductions



Example	Appeal element
1. Did you know that American Airlines saved \$40,000 by eliminating just one tomato from each salad served in first-class?	
2. Suppose your advertising budget was cut by 99% tomorrow. How would you go about promoting your product?	
3. Well, how many of you think that that the meetings you have actually help your company run smoother? Raise your hands!	
4. We often talk about promoting a culture of creativity, initiative and team spirit. But how exactly should we do this? I bet you all have your answers for this question.	
5. Baseline Enterprises can offer you a new career and an achievement-based bonus scheme. In the next 20 minutes I'm going to tell you how you can change your life by joining us.	
6. According to Smith and Taylor's 2019 study, only one out of four Western European people will have a job in 2050. And two will be pensioners.	
7. Doing business does not only depend on professional skills. A Swiss business acquaintance of mine once lost a big contract in Iran after he had casually disclosed having placed his elderly mother in a nice nursing home. In a collectivistic culture it is unacceptable not to take care of your aging parents.	

TASK 4 Examining real-life introductions

Watch the introductions of three TED Talks.

Note down

- which appeal and content elements from TASK 1 you can recognise, and
- how they are realised.

Discuss with a partner which strategies appealed to you most, and which ones you found less effective and why.

Sources:

1. Julia Milner: The surprising truth in how to be a great leader
https://www.ted.com/talks/julia_milner_the_surprising_truth_in_how_to_be_a_great_leader
2. Roselinde Torres: What it takes to be a great leader
https://www.ted.com/talks/roselinde_torres_what_it_takes_to_be_a_great_leader
3. Simon Sinek: Why good leaders make you feel safe
https://www.ted.com/talks/simon_sinek_why_good_leaders_make_you_feel_safe#t-7995

	1. J. Milner 0:00 - 1:54	2. R. Torres 0:00 – 2:55	3. S. Sinek 0:00 – 3:00
1) create interest			
2) connect to audience			
3) tune audience to talk			
4) create credibility, show enthusiasm and expertise			
5) introduce yourself and your institution			
6) point out benefit of talk for audience			

7) provide information about content of talk			
8) outline how the talk will proceed	-		

In sum

- **Introductions are a great opportunity to create interest and expectation in the audience.**
- **Good introductions are further divided into recognisable subsections, and contain both appeal and content elements.**
- **Appeal elements aim to create emotional involvement in the audience.**
- **Content elements provide information about the speaker and the presentation itself.**

MODULE 7 PRESENTATION SKILLS

UNIT 2 Introductions

Key

TASK 1 Why bother?

Suggested solutions	
1. How long do you think is the short, initial period of top attention level in Talks 1 and 3?	Approximately 90-120 seconds.
2. What causes the fluctuation of attention levels in the middle of Talks 2 and 3?	Attention levels may drop as a result of mental fatigue, inability to follow the talk, distractions etc. . However, good presenters sense the fluctuation of audience attention levels, and introduce some interesting content, interaction or effective signposting elements to reactivate the audience’s attention.

TASK 2 Content elements

TASK 2/A Signals

Signal transition from one component to another to help the audience follow you. Indicate which of the four components are signalled by the following sentences.

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
what	who	why	what	who	how	why	how	why	how
11.	12.	13.	14.	15.					
how	how	why	who	how					

TASK 2/B Stating your purpose

SHOWING you how to deal with late payers.

REPORTING on the results of the PR study we carried out last month.

TALKING to you about the new app we introduced.

TELLING you about the fluctuation of the real estate market over the last 6 months.

TAKING a look at the recent boom in virtual reality software companies.

BRINGING you up-to-date on the latest regulations concerning home office.

FILLING you in on the background to the project.

OUTLINING company policy on part-time employment.

GIVING you an overview of the history of MOOC-s.

MAKING a few observations about the bad decisions that have resulted in the collapse.

HIGHLIGHTING what I see as the main advantage of the new system.

TASK 3/C The full picture

The manager of a public transport company is giving a presentation to his colleagues. Put the components of the introduction in the correct order.

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
d	b	f	a	c	g	e	i	h	j

TASK 3 Appeal elements

1.	2.	3.	4.	5.	6.	7.
interesting fact	problem	enrollment question	rhetorical question	benefit	expert testimony	anecdote

TASK 4 Examining real-life introductions

Note: Suggested answer; other considerations might also be added.

	1. Julia Milner	2. Roselinde Torres	3. Simon Sinek
1) create interest	yes - tells a story	yes - starts with a rhetorical question - acts out	yes - tells a story
2) connect to audience	yes - shares personal experience	yes - refers to shared belief (<i>many of us</i>) - addresses audience with rhetorical question (<i>you may be asking yourself</i>), encourages them to consider the problem in their own contexts	yes - tells a story - points out funny contradiction between military leadership and business leadership - refers to problem issue as his own (<i>I'm one of you</i>) - open body language, moves closer to audience when making an important point
3) tune audience to talk	yes - the story indicates the problem, makes the audience think about it	yes - refers to shared belief (<i>many of us</i>) - refers to related problem and study results	yes - story offers leadership metaphor, makes the audience consider good leadership skills
4) create credibility, show enthusiasm and expertise	yes - refers to her own experience - open body language	yes - refers study she and her team conducted (expertise) - open, dynamic body language - refers to experience in the field (<i>I spent 25 years of my life observing great leaders ...</i>)	yes - refers to having met these war heroes, and learning the secret of good leadership from them - enthusiasm though voice, body language and movement
5) introduce yourself and your institution	yes	only field	

6) point out benefit of talk for audience	yes - announces her claim to be proven - offers strategy	-	
7) provide information about content of talk	yes - names the main topic blocks, indicates structure (problem – solution)	yes - uses two rhetorical questions to indicate the main issues to be discussed	yes - highlights main issue by using rhetorical questions - indicates problem by referring to his own context
8) outline how the talk will proceed	-		