



MODULE 7 PRESENTATION SKILLS

UNIT 1 Preparation

Task sheet

The aim of the lesson:	<ol style="list-style-type: none">1) Map out previous experience2) Explore the features of a good presentation3) Learn to make an action plan
Language level:	B2 and up



TASK 1 How do you think of yourself as a presenter?

We all have experiences with presentations in academic and/or business contexts. Some of these presentations we can hardly remember, while others have had a long-lasting impression on us – whether we were presenters or members of the audience. When faced with a presentation task, we instinctively rely on these positive models and also try to avoid the negative examples.

Map out your previous experience as a presenter with the help of the quiz below. Choose the statement that best describes you in each question group. Check the unknown words in the online dictionary attached. When you are ready, review your profile, and discuss it with a partner. What are your strengths and weaknesses?

Source: English – Hungarian online dictionary
<https://angol-magyar-szotar.hu/>

1. Attitude

- a. I tend to be quite nervous when I have to give a presentation.
- b. I regard presentations as integral parts of my job, which I am qualified to do well.
- c. I am not worried about presentations at all; I can speak about job-related issues any time without preparation as well.

2. Reflecting on previous presentations

- a. Most of my presentations are not really successful, or at least I have always been dissatisfied with them.
- b. Not all my presentations are equally good, but overall, I consider myself an effective presenter. After my presentations, I always think over how I did, and try not to judge my presentations as all good or bad.
- c. I believe I am a successful presenter. Although I can't remember all my talks in detail, I have always been able to create a positive atmosphere as I find it easy to communicate with all kinds of people.

3. The context

- a. It's a big challenge for me to talk to an audience I don't know, or in a context I am not familiar with.
- b. I always try to find out about the expectations and background of the audience, and also check the place before the presentation.
- c. I do not normally inquire about the audience or check the place before presentations. I believe the main character of the event is the presenter, so I focus on what I want to do and how.

4. Planning the talk

- a. I always write down the full text of my talk, so as to plan not only the content, but the language as well. I also write as much of the content as possible on my slides to help myself and the audience to follow my planned train of thoughts.
- b. I take a lot of notes while thinking and reading about the topics of my presentations, but when planning the content, I produce a detailed draft rather than a full manuscript. I find it easier to select the main points of this draft for my slides as well.
- c. When planning the content of my presentations, I only have a draft in my mind. As I am a visual type, I prefer putting only tables, charts and other visuals on my slides to illustrate my ideas.

5. Supporting the audience

- a. I think I can best support my audience with carefully composed and structured content, which I write down in advance. I can read it during the presentation, so I don't have to think about words, and I can just focus on careful and clear speech.
- b. I try to speak freely as much as possible, and recycle the main points in the intro, body, and conclusion of my talk, as well as on my slides. This means I sometimes hesitate and use my notes, but I feel it is useful for the audience.
- c. I always speak freely as it contributes to the impression of expertise – you know what you are talking about. I don't like the idea of repeating the same ideas in the intro, body and conclusion all over again, so I don't do that. However, I use slides to help the audience and encourage them to interrupt me any time they lose the thread.

6. Distribution of roles

- a. I believe the aim of the presentation is for the presenter to tell something to the audience that they don't know. Consequently, we should focus on transferring this information as well as possible: I don't find it important or even useful to keep asking or entertaining the audience during the talk. However, they may ask questions at the end.
- b. In my opinion, a presentation is rather a dialogue than a monologue. I can only transfer my message successfully if there is someone at the other end to receive it. Thus, I try to do my best to involve the audience in shared thinking. Although I'm not very good at telling jokes or stories, I often ask questions and include interesting quotes, statistics and pictures to make them think. I also stop after the main components of my talk to receive questions.
- c. I think a good talk is similar to a conversation between the presenter and the audience. This is the main reason why I do not normally stick to a strict plan: I ask the audience to contribute or ask questions throughout my presentation so we can talk about what is interesting and relevant for them.

7. Rehearsing

- a. I don't rehearse. I carefully compose my talk, write a manuscript that I can read, so I don't need to spend time practising.
- b. I always practise my talk, sometimes several times. The idea is not to memorise the sentences I want to say, rather to tell the message in my own words in the given time frame, and also to pay attention to my voice and visuals.
- c. I don't rehearse as I am comfortable with speaking in public, but I definitely think over my presentation several times before doing it.

8. Voice

- a. I have a rather high-pitched voice, especially when I give a presentation. I sometimes feel that I am “losing my voice” towards the end of the talk, so I always have a glass of water at hand for these cases.
- b. I don't have a very strong voice, but I hate the microphone so I don't use it unless I really need to. I have learnt to breathe more consciously to speak louder and not to get tired so easily. I also try to pay attention to varying my voice a little (for example, speak louder and slower when I say something important).
- c. I have a good voice for speaking – loud and clear – , so fortunately, I don't have to make special efforts to train it for presentations.

9. Trouble shooting

- a. I try to use as little technical help as possible so as not to run into problems. I also have my full manuscript with me, so I don't need to be afraid of forgetting anything important.
- b. Although I like using Power Point and even different audiovisual materials, I make sure I can give my talk without technical support as well, if need be. For these cases, I have handouts, which are also useful as reminders even if everything goes well.
- c. As I mostly rely on my personality and speaking skills anyway, I rarely run into technical problems. To remind myself of the facts and figures I want to highlight, I have them on paper as well.

TASK 2 What makes a good presentation?

TASK 2/A Evaluate a presentation

Watch a short talk by Matt Cutts. After starting his career at Google, he now works to modernise the U.S. government as an administrator at U.S. Digital Service (USDS).

Evaluate his talk based on the questions below.

Source:

Matt Cutts: Try something new for 30 days

https://www.ted.com/talks/matt_cutts_try_something_new_for_30_days?language=hu#t-201812

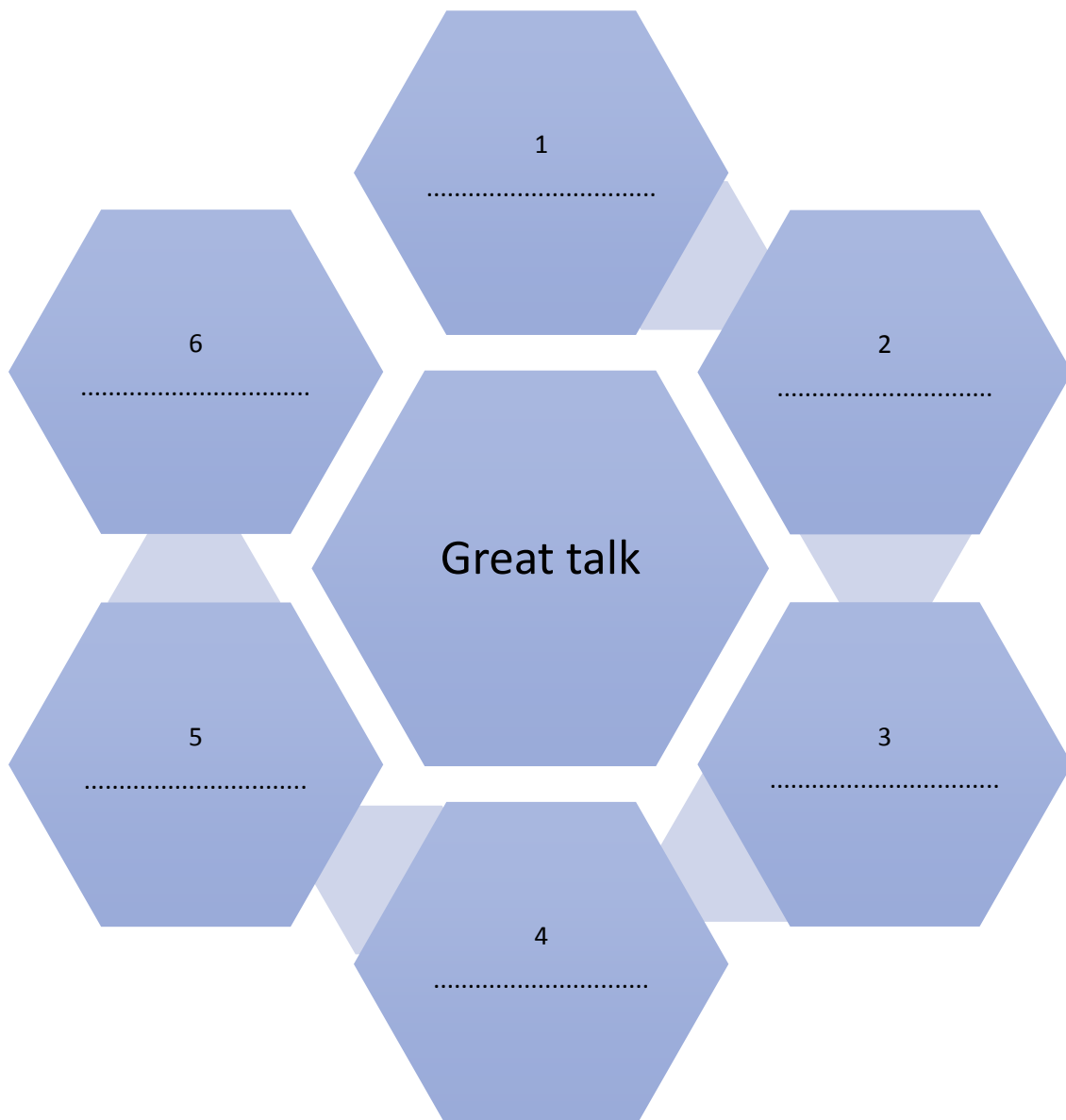
MATT CUTTS: TRY SOMETHING NEW FOR 30 DAYS	
a. What is the genre of this talk? What are its main aims?	
b. Does the presenter make an overall positive impression already in the first couple of minutes? If yes, how? If not, why not?	
c. How does the presenter help the audience follow his train of thoughts?	
d. How does the presenter try to engage and involve the audience?	
e. Does he speak effectively? If yes, how does he use his voice?	
f. How effective and functional are his visuals?	
g. How does he use his body language to support his talk and interact with the audience?	
h. Does he end confidently? If yes, how?	

TASK 2/B Summarise

Summarise the most important features of a good presentation in a mind map. You can use and extend the one below, or create an online mind map with MindMup.

Source:
MindMup
<https://www.mindmup.com/>

Figure 1 Aspects of a great talk



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Key

TASK 1 How do you think of yourself as a presenter?

The features of the most optimal profile are represented by the “b” options.

A good presenter

- is aware of his/her strengths and weaknesses when speaking in public,
- considers presenting a learnable skill,
- is able to exploit strengths and compensate for weaknesses with the help awareness, learning and practice,
- can keep a balance between careful planning and spontaneity.

TASK 2 What makes a good presentation?

TASK 2/A Evaluate a presentation

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

MATT CUTTS: TRY SOMETHING NEW FOR 30 DAYS	
a. What is the genre of this talk? What are its main aims?	Genre: Motivational talk for future entrepreneurs Aims: 1) to entertain, 2) to motivate, 3) to inform
b. Does the presenter make an overall positive impression already in the first couple of minutes? If yes, how? If not, why not?	Yes: <ul style="list-style-type: none">- open, relaxed body language, smile, eye contact- starts with a personal story (credibility, “I’m one of you” idea)- links to an authoritative source- humour

<p>c. How does the presenter help the audience follow his train of thoughts?</p>	<ul style="list-style-type: none"> - signposts body components (<i>first, also, finally</i>) - signals conclusion
<p>d. How does the presenter try to engage and involve the audience?</p>	<ul style="list-style-type: none"> - open, relaxed body language, moves close to audience - addresses audience: call for action right at the beginning (you) - shares personal stories, real-life examples - rhetorical question - humour - call for action at the end
<p>e. Does he speak effectively? If yes, how does he use his voice?</p>	<p>Yes:</p> <ul style="list-style-type: none"> - acts with his voice - varied pace, timbre and volume - slower pace, louder voice, and pauses at key points create emphasis
<p>f. How effective and functional are his visuals?</p>	<p>Effective and functional:</p> <ul style="list-style-type: none"> - create humour - evoke ideas, associations - summarise ideas - create evidence (before and after the 30-day challenge pictures) - personalise
<p>g. Does he use his body language to support his talk and interact with the audience? If yes, how (think of facial expressions, eye contact, gestures, posture, movement)?</p>	<p>Yes:</p> <ul style="list-style-type: none"> - open, relaxed body language, smile and eye contact throughout - moves closer to audience - occupies space - uses gestures to give emphasis to his message
<p>h. Does he end confidently? If yes, how?</p>	<p>Yes:</p> <ul style="list-style-type: none"> - signal - rhetorical questions - encouragement - clear and confident closing remark

Task 2/A Summarise the main features

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

