

# Young Researchers Seminar 2013

Lyon, France, June 5-7, 2013



Laboratoire d'Economie  
des Transports

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## How to make successful presentations in English Part 2

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# PRESENTATION PLAN

- **Body language**
- **Main Part**
  - **Signposting**
  - **Visuals**
- **Conclusions**
  - **Dealing with questions**



# FAILURE IS NOT AN OPTION

# BODY LANGUAGE

## YOU'RE GIVING A PRESENTATION ...

### 1. How should you stand?

- a **Arms crossed on chest.**
- b Straight but relaxed.
- c **Knees unlocked.**

### 2. What should you do with your hands?

- a **Put hands on hips.**
- b **Put one hand in a pocket.**
- c Keep hands by your side.

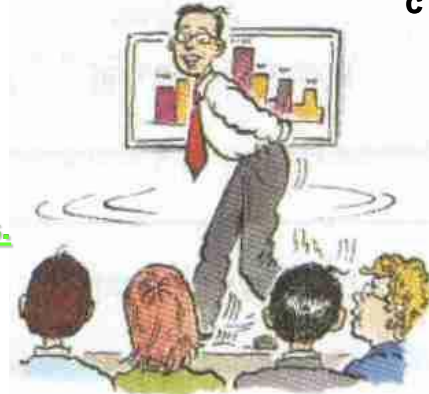


### 3. How can you emphasize something?

- a **Point finger at the audience.**
- b Move or lean forward to show that something is important.
- c Use a pointer to draw attention to important facts.

### 4. What should you do when you feel nervous?

- a Hold a pen or cards in your hands.
- b **Walk back and forth.**
- c **Look at the flip chart or screen (not at the audience).**



### 5. How should you keep eye contact with the audience?

- a Make eye contact with each individual often.
- b **Chose some individuals and look them as often as possible.**
- c Spread attention around the audience.

### 6. How fast should you speak?

- a About 20% more slowly than normal.
- b **Just as fast as in a normal conversation.**
- c **Faster than in a normal conversation.**



### 7. How should you express enthusiasm?

- a By raising voice level.
- b **By waving arms.**
- c By making hand or arm gestures for important points.



# MAIN PART

- 1. Briefly state your topic and objectives again**
- 2. Introduce your three (or two or?) main points**
- 3. Give details (VISUALS – what they illustrate, explain them, highlight the main points and say why they are important)**
- 4. Signal the end of the main part**



# **SIGNPOSTING**

## **Saying what is coming**

e.g. In this part of my presentation, I'd like to tell you about ...

## **Moving on to the next point**

e.g. This leads directly to the next part of my talk.

## **Indicating the end of a section**

e.g. This brings me to the end of my second point.

## **Referring back**

e.g. As I mentioned before...

## **Summarizing a point**

e.g. I'd like to sum up the main points.

Let me briefly summarize what I've said so far.



# TALKING ABOUT (DIFFICULT) ISSUES

I think we first need to **identify** the problem.

Of course we'll have to **clarify** a few points before we start.

We will have to **deal with** the problem of increasing prices.

How shall we **cope with** unfair business practices?

The question is: why don't we **tackle** the distribution problems?

If we don't **solve** this problem now, we'll get into serious trouble soon.

We will have to **take care of** this problem now.



# REFERRING TO OTHER POINTS

I'd like to mention some critical points  
**in connection with / concerning** payment.

There are a few problems **regarding** the quality.

**With respect / regard to** prices, we need more details.

**According to** the survey, our customers are unhappy with this product.





# ADDING IDEAS

**In addition to this**, I'd like to say that our IT business is going very well.

**Moreover / Furthermore**, there are other interesting facts we should take a look at.

**As well as** that, we can offer excellent conditions.

**Apart from** being too expensive, this model is also too big.

To increase sales we need a new strategy **plus** more people.



# **CHECKLIST FOR THE MAIN PART OF A PRESENTATION**

- 1. Briefly state your topic again.**
- 2. State your objective(s).**
- 3. Signal the beginning of each part.**
- 4. Talk about your topic**
- 5. Signal the end of each part**
- 6. Highlight the main points.**
- 7. Summarize the main ideas.**
- 8. Signal the end of the main part.**

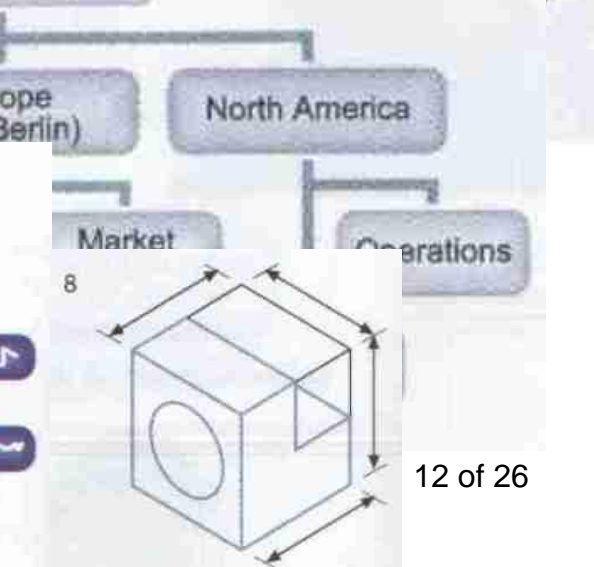
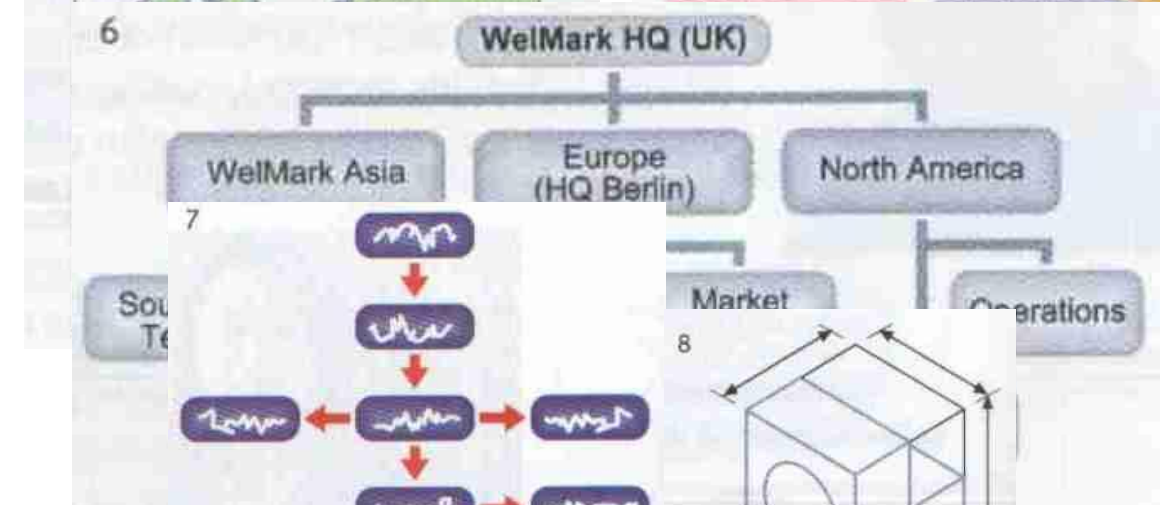
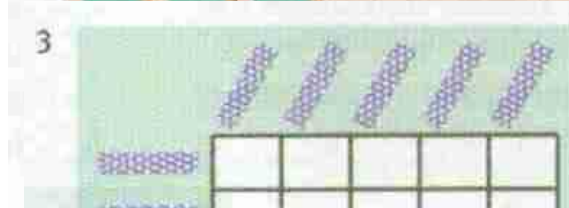


# **ALED HUGHES' PRESENTATION TIPS**

- 1. Clear and simple structure**
- 2. Your introduction**
- 3. Topic and objective**
- 4. Signposting**
- 5. Repeating new information**
- 6. Summarizing points**
- 7. Interaction with the audience**
- 8. Presenter's role**

# **VISUALS**

1. Bar graph
2. Line graph
3. Table
4. Pie chart
5. Map
6. Organigram
7. Flow chart
8. Technical drawing





# CHECKLIST FOR VISUALS

- 1. Prepare each visual carefully and separately.**
- 2. Check whether the visual really shows what you are saying.**
- 3. Make sure your audience can read the visual.  
(font size and colours)**
- 4. Find effective headlines.**
- 5. Keep design and content simple.**
- 6. Use bullet charts for text.**
- 7. Reduce text to minimum.**
- 8. Always prepare audience for visuals.**
- 9. Present information clearly and logically.**



# TALKING ABOUT VISUALS

## Explaining a visual

- Let's now look at the next slide which shows ...
- First, let me quickly explain the graph.
- You can see that different colours have been used to indicate ...
- The key in the bottom left-hand corner shows you ...



# TALKING ABOUT VISUALS

## Highlighting information

- I'd like to start by drawing your attention to ...
- What I'd like to point out is ...
- I think you'll be surprised to see...
- I'd like you to focus your attention to ...
- Let's look more closely at ...



# TIPS FOR VISUALS

1. Think about the number of visuals.
2. Before showing the graph, make the audience interested.
3. Give the audience time to understand.
4. Simplify the complex movement.
5. Provide an interpretation to each graph.  
(ups and downs)
6. The **TTT** method: **touch** (or point to) a detail on the projection, then **turn** to the audience and finally **talk** to them.
7. Use interesting and varied language.





# CONCLUSION OF A PRESENTATION

- 1. Signalling the end of the presentation**
- 2. Summarizing the main points**
- 3. Recommending or suggesting something**
- 4. Inviting questions**



# DEALING WITH QUESTIONS

## Asking for clarification

**I'm sorry. Could you repeat that question, please?**

**I'm afraid I didn't quite catch that.**

**I'm afraid I don't quite understand your question.**



# DEALING WITH QUESTIONS

## Avoiding giving an answer

**If you don't mind, I'd prefer not to discuss that today.**

**Perhaps we could deal with this after the presentation/at some other time.**

**I'm afraid that's not really what we're here to discuss today**



# DEALING WITH QUESTIONS

## **Admitting you don't know the answer**

**Sorry, that's not my field. But I'm sure XX from XX department could answer your question.**

**I'm afraid I don't know the answer to your question, but I'll try to find out for you.**

**I'm afraid I'm not in the position to answer that. Perhaps XX could help.**



# DEALING WITH INTERRUPTIONS

**If you don't mind, I'll deal with this question later in my presentation.**

**Can we get back to that a bit later?**

**Would you mind waiting with your questions until the question and answer session at the end?**

**So, back to what I was saying about ...**

**Could you turn off your mobile, please.**



# CHECKLIST FOR QUESTIONS

- 1. Listen carefully.**
- 2. Make sure you understood the question correctly.**
- 3. Reformulate the question in your own words.**
- 4. If you want to postpone the question, say it politely.**
- 5. If you don't know the answer, say so and offer to find out.**
- 6. Answer irrelevant questions politely but briefly.**
- 7. Check that the questioner is satisfied with your answer**



# **CONCLUSIONS** (C.Elroy's techniques)

- 1. Summarizing the main points.**
- 2. Quoting a famous person.**
- 3. Asking a provocative question.**
- 4. Using the “sandwich” technique.**
- 5. Thanking the audience.**



# PRACTICE MAKES PERFECT





***Thank you  
for your kind attention!***

**Witold Olpiński**

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