

## Presentation Skills – Delivery and Visual Aids

### **Engage** (verb)[transitive]

formal to attract and keep someone's interest or attention

- *A good radio script should be able to engage the listener.*

### **Impact** (noun)[countable]

an effect, or an influence

- *Her paper discusses the likely impact of global warming on climate change.*
- *Tougher environmental laws could have negative impacts on economic growth.*

### **impact on:**

- *Internet shopping has begun to have a serious impact on traditional bookshops.*

### **make an impact:**

- *She's an excellent athlete who is already making a real impact in world competition.*

### **Alignment** (noun)

the position that something is in when it is straight or in the correct place in relation to other things

- *The bridge was gradually brought into alignment.*

### **Vital** (adjective)

very important, necessary, or essential

### **play a vital role (in something):**

- *He played a vital role in setting up the organization.*

### **Spine** (noun) [countable]

medical the row of bones down or along the middle of a human's or animal's back

### **Rapport** (noun)

a relationship in which people like, understand, and respect each other

- *Many doctors develop an excellent rapport with their patients.*

### **Aimlessly** (adverb)

without any particular purpose or plan

### **Prompt** (noun)

theatre to remind an actor which words to say next

# *The* **Business 2.0**

## **Quote/Quotation** (noun)

words from a book, play, film etc that you mention when you are speaking or writing  
**quotation from:**

- *a famous quotation from the Bible*

## **Bullet points** (noun)

a printed circle, square etc before each thing on a list in order to emphasize it