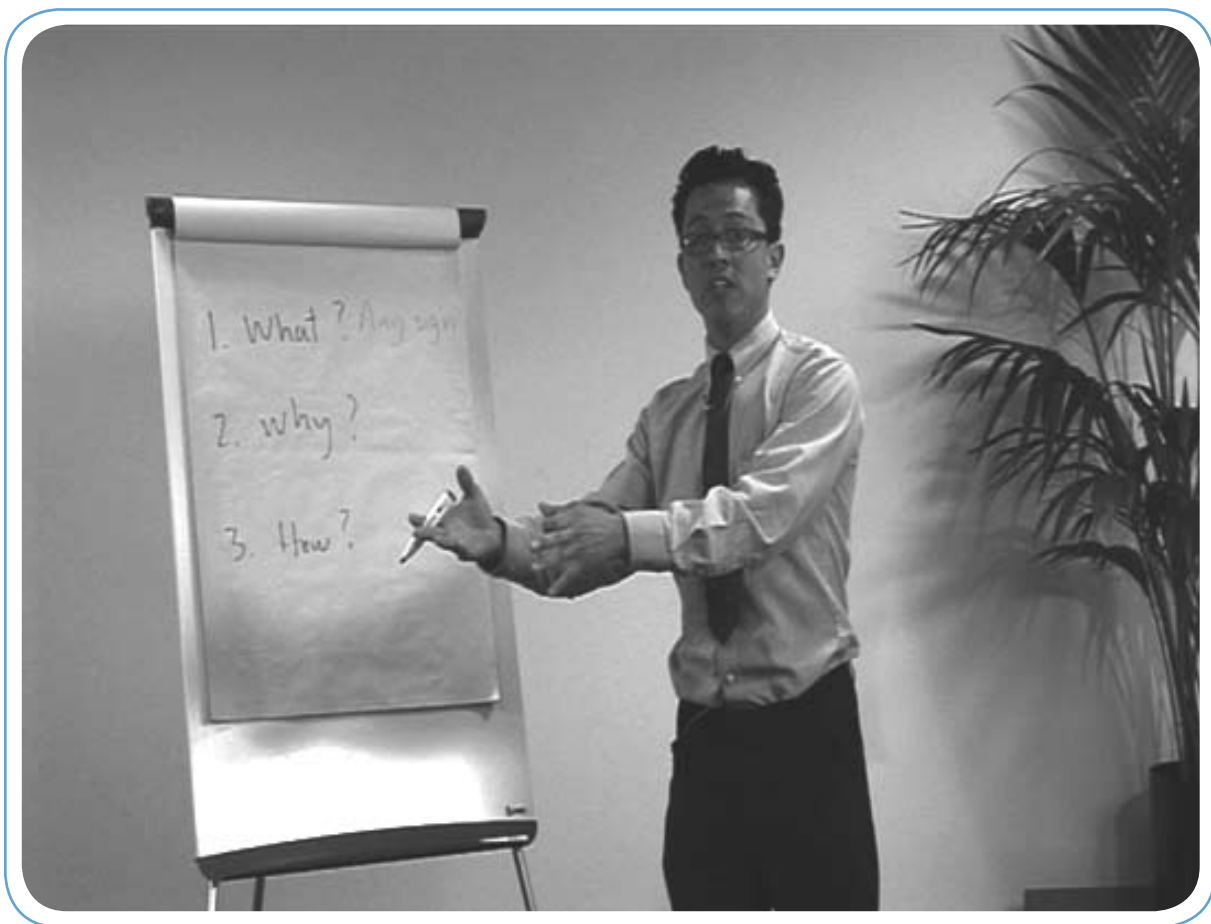


STEP 2 Connect with your audience

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1 Jump start presentation

A Discuss these questions.

- 1 What do you think 'jump start' means?
- 2 Why do you think a jump start is effective?
- 3 Can you think of any examples of a jump start?

B Read this text. Write the techniques from the box below in gaps (1–7) in the text.

What's in it for me? (WIIFM) Question and answer Expert testimony or historical evidence
Quotations Meet the people Shocking statement or startling statistic Enrolment questions

Hot tips to jump start your presentation

Sharpen focus, boost attention and raise expectations. Get sparks flying with a jump start. So, how can you jump start your presentation? Here are some ideas:

(1)

Make your audience feel welcome as they arrive. Smile, make introductions, say a few words about yourself and ask some questions. Offer some refreshments. This technique helps to:

- break the ice
- calm your nerves
- build a relationship
- initiate dialogue
- create interaction

GOOD FOR: presentations to small groups

(2)

Address the audience's needs and concerns by telling them what benefits they will gain from listening to your presentation and use the word 'you' when you do this. This technique helps to:

- focus on the needs of your audience
- focus on benefits and not features
- create desire and anticipation

- raise expectations
- build rapport

GOOD FOR: sales pitches or presentations where you need to persuade or convince

(3)

Question the audience directly and get them to respond to you by answering 'yes' or 'no' or by raising hands. This technique helps to:

- focus the audience on the subject
- generate an interactive relationship
- create dialogue
- build interest

GOOD FOR: small to medium-sized audiences

(4)

Find something original or exciting in newspapers, magazines, books, in-house literature, press releases or on the internet. Make it clear that you are using somebody else's words. This technique helps to:

- give another voice
- build credibility
- create interest

GOOD FOR: all types of presentation

(5)

Say something which is short and simple but unusual, surprising and/or provocative. Clarify your source. This technique helps to:

- get a high level of attention with a shock effect
- give another voice

GOOD FOR: most presentations but take care the shock effect does not alienate the audience

(6)

Give objective evidence or facts from an authoritative source. This technique helps to:

- give another voice
- be convincing
- build credibility

GOOD FOR: specialist presentations

(7)

Ask something and then answer it yourself. This technique helps to:

- raise expectations
- engage the audience in problem-solving thinking
- make the audience want to see 'what's on the next page'

GOOD FOR: presenting recommendations / solutions

C Now match examples of jump starts (a–g) below with the techniques.

- 1 What's in it for me? (WIIFM)
- 2 Question and answer
- 3 Expert testimony or historical evidence
- 4 Quotations
- 5 Meet the people
- 6 Shocking statement or startling statistic
- 7 Enrolment questions

a The benefit to you is that you will have a better product that will do a better job.

b In today's newspaper, our CEO stated 'The Internet is the aggressive revolutionary army of our age. It will kill our children' and I'm going to show you why we need to rationalise our business before we lose it completely.

c We often talk about creativity and promoting a culture of creativity. But what do we mean exactly? I'm sure each of you here today would give a different answer. So, I'm here today to let you know exactly what our strategy is so that you can communicate this clearly to our clients.

d Hi my name's Svitlana Grytsenko. Please help yourself to coffee or tea while we're waiting for everyone to arrive.

e I'm holding the latest government health report in my hands. It states that the chance of getting some cancers has actually risen from one in twelve to one in nine in the last few years. The report goes on to link this to household products and says that more than 500 – more than 500 – manufactured chemicals found in the everyday environment are believed to mimic and disrupt hormones. Today, I'm going to examine what this means for us in our business sector.

f How many of you have pitched for new business and failed to get it? How many of you here hate giving presentations? How many of you think your presentations are boring and uninspiring? Well, this afternoon we will be exploring ...

g Young girls between the ages of nine and fourteen stated that their number one fear is getting fat. They are more afraid of becoming fat than they are of nuclear war, climate change or losing their parents. Our new wellness product range is all about sensible diet and changing attitudes and what I'd like to do is ...

2 Jump start practice

Meet the people

A Get into small groups.

Presenter

- Greet the other members of the group as they come into the room.
- Walk to the front of the room and make your Step 1 presentation 'start' again.

Rest of group

- Come into the room on your own or with another member of the group.
- Sit down and watch the 'start' of the presenter's Step 1 presentation again.

Change roles and do the activity again.

Discuss these questions.

- 1 How did 'meeting the people' help you as a presenter?
- 2 How did 'meeting the people' help you as a member of the audience?

WIIFM

B Look at these two examples of WIIFM?:

- 1 We'll take a look at health and safety. If you know the procedures, you'll know exactly what to do in the case of an accident or emergency here in the company.
- 2 We'll take a look at health and safety. This is important to you because you need to know something about legal requirements when you deliver to the chemical industry.

What audience do you think each is targeted at? Match examples 1 and 2 with two of the audiences (a–d) below.

a suppliers b customers c employees d delegates at an international conference

Look at the 'why' sentences (1–3) below.

- 1 What I would like to do is give you an overview of the restructuring programme.
- 2 My goal in this presentation is to give you three alternatives for marketing strategy.
- 3 It is our intention to fill you in on our latest product portfolio.

Choose one audience (a–d) above and prepare a follow-on WIIFM sentence for each 'why' sentence (1–3). Use the phrases below to help you.

This is important to you because ...

What you will gain from this is ...

I am telling you this because ...

The benefit to you is ...

The reason you need to hear this ...

If you ..., you'll ...

Present your three WIIFMs. Can the rest of the group identify your target audience?

Quotations

C 1 Watch the 'start' of Svitlana's presentation of the Orange Revolution in the Ukraine to the Oxford Ukrainian Society and answer the questions below.

- 1 Have you ever heard quotations used in a presentation before?
- 2 Do you find her use of this technique effective?



Read the quotations below.

'Quality is remembered long after the price is forgotten.' Gucci

'The harder you work, the luckier you get.' Gary Player

'I have the simplest tastes. I am always satisfied with the best.' Oscar Wilde


Choose one of the quotations and build it into the 'start' you presented in Step 1. Stand up and present your 'start'.

Now, find an original quotation about your organisation or a quotation that was given by somebody from your organisation. Build this into a full presentation 'start'. Present this.

Discuss these questions:

- 1 Do you find the first or the second 'start' more effective?
- 2 Why do you find this 'start' more effective?
- 3 What in-house resources can you use in your organisation to find original quotations?
- 4 Do you think it is possible to make up a quotation or change a quotation?

Shocking statement or statistic


D  **2** The audience for César's Step 2 presentation was his peers – academics and trade mark practitioners. Listen to César's comments about this 'start' and answer the questions below.

- 1 How did he describe his opening statement?
- 2 What did he say the reaction of his peers would be to this statement?

Watch an extract from César's 'start' to his Step 2 presentation. What was his shocking statement?

Find a shocking statement or startling statistic that relates explicitly to the 'why' of the 'start' you gave in Step 1. Build this statement into your 'start' and present it.

Combining jump start techniques

E  **3** Dan and Zhan used a combination of jump start techniques in the 'start' of their Step 2 presentations. Watch the presentation extracts and identify the techniques in the table below.

Technique	Dan	Zhan
Audience	<i>Small group at a seminar on independent bookshops</i>	<i>Group of arts undergraduates wanting to learn more about science</i>
Meet the People		
WIIFM		
Quotations		
Shocking Statement or Startling Statistic		
Expert Testimony or Historical Evidence		
Enrolment Questions		
Question and Answer		

Dan and Zhan used three more techniques. Watch the extracts again. What are they?

Find Your Voice

Using a combination of jump start techniques is simple and very effective. Revise your Step 1 'start' and include a combination of jump start techniques. Now present your 'start'.