

## 4 Linking ideas



- 1 Listen to the recording of part of the main body of a presentation on Energy Resources in South America and complete the notes below.

*Topic: Energy resources in Venezuela, Argentina and Peru.*

Venezuela → .....

Argentina → ..... power and .....

Peru → ..... but .....

WHY?

..... and ..... factors

and .....



- 2 Listen again and this time notice how the speaker links different parts of the presentation. Write in the missing words.

a) *new topic*

|

Let's ..... **Argentina**, which .....

**Venezuela** in that it hasn't enjoyed such ...

|

*old topic*

b) *old topic*

|

That's ..... **Argentina**.

Now ..... **Peru**. For many ...

|

*new topic*

*old topic*

c) Now, ..... **Peru**. I now want .....

**other opportunities in South America** (*fade*).

|

*new topic*

- 3 Suggest other language that can be used to make links between different parts of a presentation.

## Practice 2

Choose one of the situations below to present a short extract from a presentation. Use linking expressions to connect the different parts of the talk.

### Situation 1

You are a Project Manager of Usui, a Japanese electronic components manufacturer. You have to give a presentation to colleagues explaining the company's decision to build a factory in Singapore.

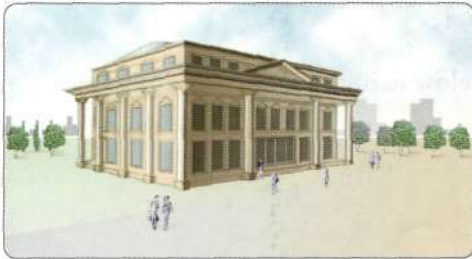


Important factors influencing the decision are:

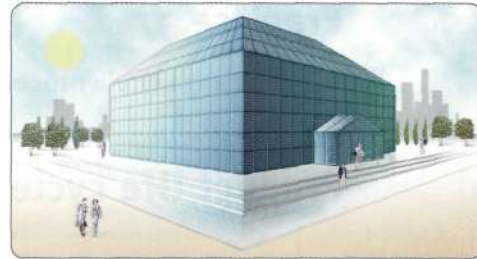
- a) local employment conditions: well-trained workforce, experienced in electronics industry
- b) local economic factors and market potential: strong growth in Singapore economy, good location, access to Southeast Asia market
- c) good economic potential in the region, major shipping centre
- d) available subsidies, favorable tax environment: government wants inward investment.

### Situation 2

You are a design consultant working for Land Inc., a New York-based financial services company. The company plans to build new offices for its European headquarters in Brussels. There are three proposals for the design. Present an overview of each proposal to senior executives of the company.



- a) **Fox Lee Associates:** British
- \$6.0m
  - conventional air conditioning and heating system
  - Neo-classical design



- b) **Fukagawa:** Japanese
- \$8.5m
  - ultra-modern
  - solar energy-based heating and air conditioning



- c) **Harald Khaan Group:** American
- \$8.0m
  - 20% more office space
  - low-running costs, conventional heating
  - modern design
  - exceptional energy conservation

# 5 Sequencing



1 Listen to part of a presentation about a construction project in Seoul, South Korea.

Number the stages in the project in the right order.

- Put out a call for bids for construction.
- Technical consultation to determine design needs.
- Purchasing procedure.
- Building.
- Put out a request for proposals (RFP) to architects.
- Select the best proposal.
- Commission research to find best location for plant.
- Period of consultation with architects over details.



2 Listen again, this time focusing on the language used to indicate the sequence of events. Identify seven words or phrases that are used in this way.

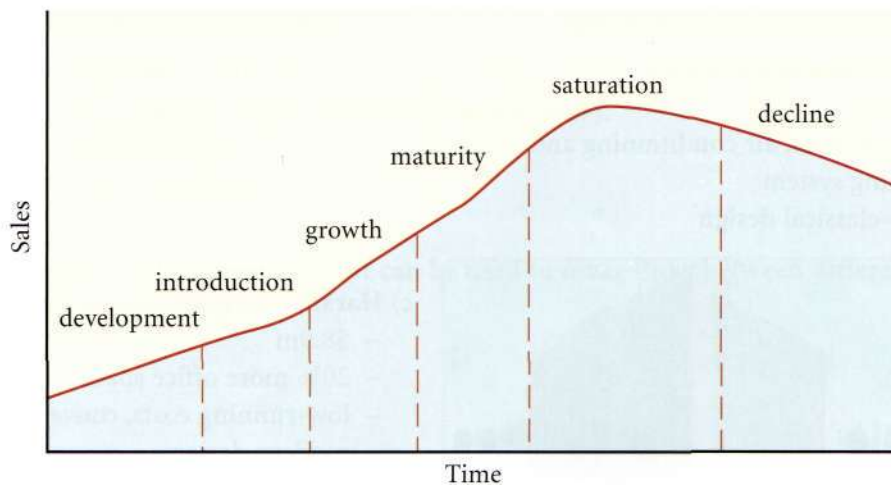
- a) F i r s t o f a l l
- b) N \_ \_ \_
- c) W \_
- d) The \_ be
- e) T \_ \_ \_ \_
- f) H \_
- g) The \_ to

3 Suggest other words and phrases that indicate the sequence of events.

## Practice 3

Describe any simple process or the diagram below using sequencing language.

### Product life cycle



Now listen to a recording of a model description.



## Practice 4

Use the information below to give a presentation of about seven minutes. Use listing, linking and sequencing where necessary.

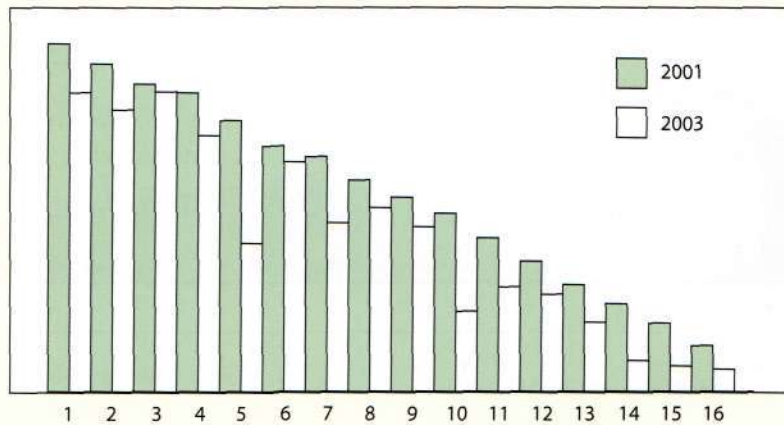
You have been asked by GUBU Inc., a Boston-based toy manufacturer, to advise them on a business plan to reverse falling sales. Make a presentation to GUBU executives. Tell them your recommendations.

### Sales of GUBU toys

Introduction



1. Global decline in sales



Comparison between combined sales for 2001 and 2003 for 16 products



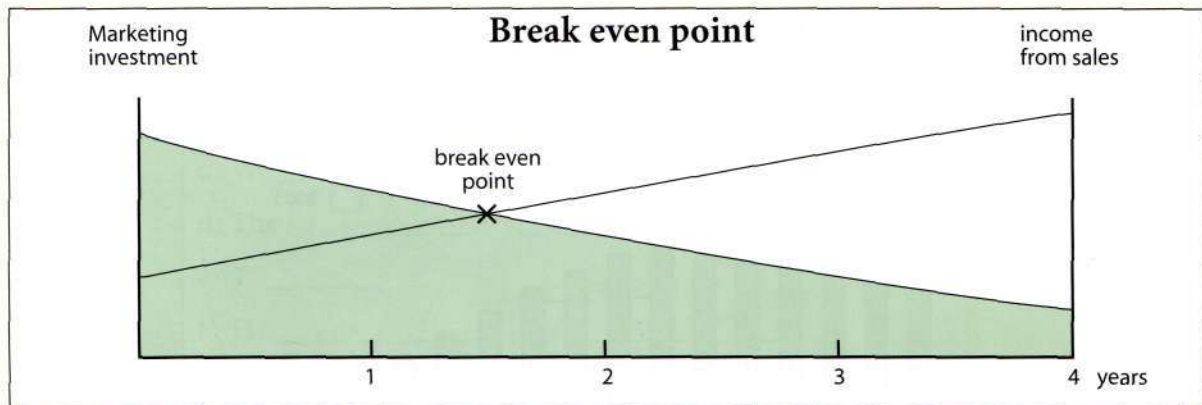
2. Reasons for decline in sales
  - poor investment in new products
  - old products losing appeal, not fashionable
  - declining marketing budget

↓

3. Proposed action to reverse trend
  - drop half of existing product range
  - new product investment
  - new marketing strategy with heavy marketing investment

↓

4. Prospects



## TRANSFER

Prepare an informal presentation on a topic of your own choice.

- It does not have to concern your work or studies but should be a topic which interests you.
- Think about having a clear introduction (see Unit 6) and a clear structure.
- Include visual aids (see Unit 7) if you like.

Give the presentation to your teacher and / or colleagues.

## Language Checklist

### Structure [2] The main body

#### Signaling different parts in a presentation:

##### *Ending the introduction*

So that concludes the introduction.

That's all for the introduction.

##### *Beginning the main body*

Now let's move to the first part of my talk, which is about ...

So, first ... To begin with ...

##### *Listing*

There are three things to consider. First ...

Second ... Third ...

There are two kinds of ... . The first is ... The second is ...

We can see four advantages and two disadvantages. First, advantages.

One is ... Another is ... A third advantage is ...

Finally ...

On the other hand, the two disadvantages. First ... Second ...

##### *Linking: Ending parts within the main body*

That completes / concludes ...

That's all (I want to say for now) on ...

##### *Linking: Beginning a new part*

Let's move to (the next part which is) ...

So now we come to ...

Now I want to describe ...

##### *Sequencing*

There are (seven) different stages to the process

First / then / next / after that / then (x) / after x there's y, last ...

There are two steps involved.

The first step is ... . The second step is ...

There are four stages to the project.

At the beginning, later, then, finally ...

I'll describe the development of the idea.

First the background, then the present situation, and then the prospects for the future.

## Skills Checklist

### Structure [2] The main body

#### *Organization of presentation*

- Logical progression of ideas and/or parts of presentation.
- Clear development.
- Sequential description of processes.
- Chronological order of events, i.e. background → present → future.

#### **Topic**

Main parts	Sections	Subsections
A	i	a. b.
	ii.	
B	i.	a. b.
	ii.	
	iii.	a. b. c.
C	i.	a. b.
	ii.	

#### *Internal structure of the main body of a complex presentation*

##### *Signaling the structure*

- Use listing techniques.
- Link different parts.
- Use sequencing language.

##### *Signaling the structure ...*

- makes the organization of the talk clear
- helps the audience to follow
- helps *you* to follow the development of your talk.



## Quick Communication Check

### 1 Signaling the different parts of the presentation

Match the word or phrase on the left with a word or phrase on the right that has a similar meaning.

- |                               |                                    |
|-------------------------------|------------------------------------|
| 1 First ... _____             | a) Now we come to ...              |
| 2 Then ... _____              | b) I've finished talking about ... |
| 3 Finally ... _____           | c) To begin with ...               |
| 4 That's all on ... _____     | d) After that ...                  |
| 5 Now let's turn to ... _____ | e) Lastly ...                      |

### 2 Listing and sequencing

Complete the examples of listing below.

There are (a) \_\_\_\_\_ things to talk about. The (b) \_\_\_\_\_ is design. The (c) \_\_\_\_\_ is quality. Then the (d) \_\_\_\_\_ one is communication.

then  
one  
third  
another  
several

three  
first  
last  
second

I think there're (e) \_\_\_\_\_ problems to address. (f) \_\_\_\_\_ is competition. (g) \_\_\_\_\_ is customer needs. (h) \_\_\_\_\_ the (i) \_\_\_\_\_ issue is marketing.

Now I'm going to show you (j) \_\_\_\_\_ examples. Number one from India. Two, from South America and the (k) \_\_\_\_\_ from North Africa. The (l) \_\_\_\_\_ example is from Australia and the (m) \_\_\_\_\_ one is from Russia. Okay, (n) \_\_\_\_\_ example. India. Here you can see ...

first  
final  
third  
fourth  
five

### 3 Linking

Complete the phrases below to link parts of a talk.

- That c\_\_\_\_\_ the introduction. Let's l\_\_\_\_\_ now at the first part.
- That's a\_\_\_\_\_ on the theory. Now we c\_\_\_\_\_ to the practice.
- Now that I've e\_\_\_\_\_ the background. L\_\_\_\_\_ look next at the present situation.
- A\_\_\_\_\_ this then, we can t\_\_\_\_\_ to the next part. This is about money.
- So that's the e\_\_\_\_\_ of the main part of my talk. I'd like to m\_\_\_\_\_ on to the conclusion.
- I've f\_\_\_\_\_ talking about the home market. N\_\_\_\_\_ I'd like to g\_\_\_\_\_ on to talk about the overseas market.

Key  
 1  
 1 c), 2 d), 3 e), 4 b), 5 a)  
 2  
 (a) three, (b) first, (c) second, (d) last, (e) several, (f) one, (g) another, (h) then, (i) third, (j) five, (k) third, (l) fourth, (m) final, (n) first  
 3  
 1 concludes, look, 2 all, come, 3 explained, Let's, 4 After, turn, 5 end, move, 6 finished, Now, go

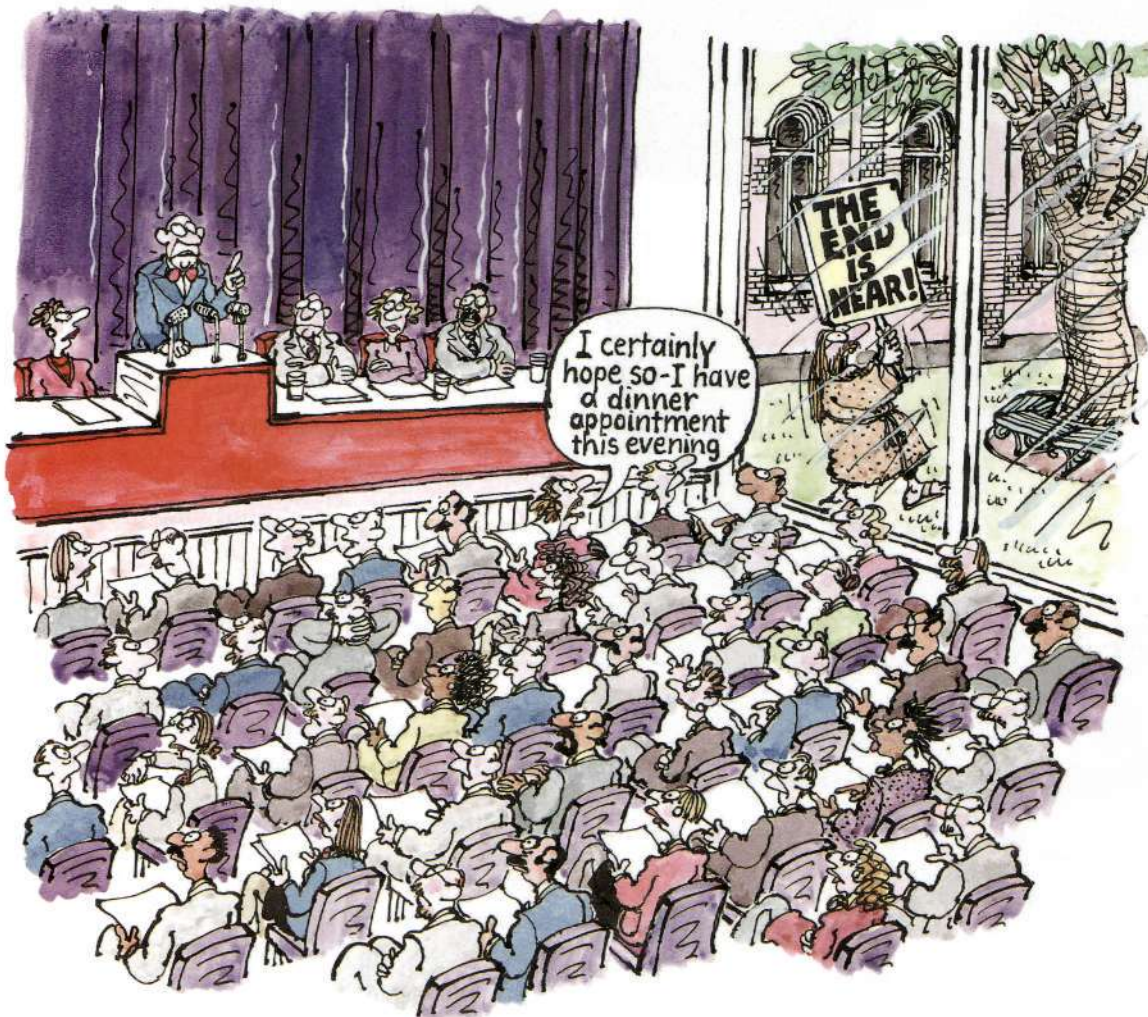


# 9 The end is near ... this is the end

## AIMS

- Structure (3) The end
- Questions and discussion
- Summarizing and concluding

## 1 Structure (3) The end

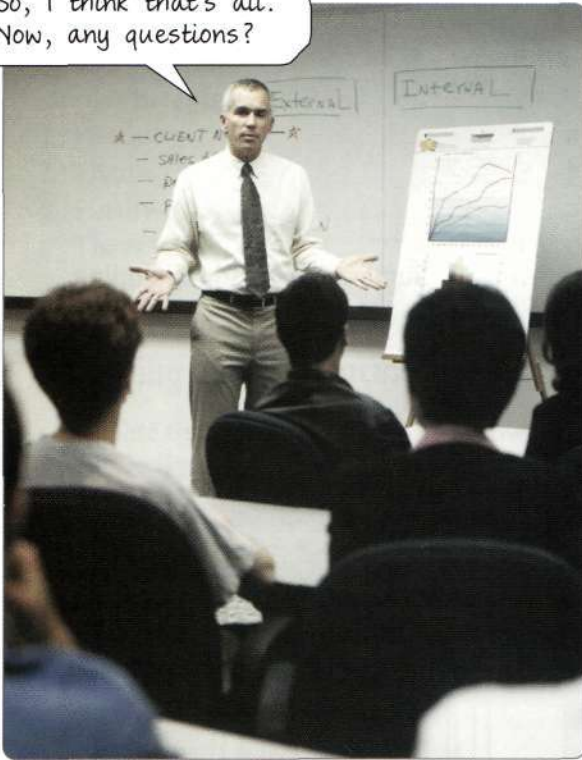


- 1 What does the end of a presentation contain?
- 2 What is the difference, if any, between a *summary* and a *conclusion*?



3 Comment on the different approaches used by the two speakers in the photos. Can you suggest reasons for the different endings?

So, I think that's all. Now, any questions?



Well that concludes my talk, now we can move to the discussion. If anyone has any comments or points to raise ...



4 In which of the following situations do you think a *discussion* is more appropriate than *questions*?

- A sales representative's presentation of a new product.
- A CEO's statement on corporate policy.
- A politician's speech on transportation policy.
- A team leader's talk to colleagues on the next phase of a project.
- A manager's proposal to a group of senior executives on improving productivity.

## 2 Summarizing and concluding



1 Listen to the end of a presentation by Ben Sez nec, Marketing Director of Foss, an agricultural machinery manufacturer. His talk is about company valuation. What is his key message?



2 Listen again. Is this a summary or a conclusion or is it both? Explain your answer.



3 Listen again and complete the following phrases.

a) "I'd like to \_\_\_\_\_ with a short \_\_\_\_\_ of the \_\_\_\_\_."

b) "So, what are \_\_\_\_\_ that \_\_\_\_\_ can \_\_\_\_\_ from this?"

I think most importantly, we \_\_\_\_\_ build up ..."

## Practice 1

Look at the following overhead transparencies used in a presentation on safety procedures on an oil platform. Use them to reconstruct the end of the presentation.

Begin as follows:

“That concludes the main part of my talk. Now I’d like to ...”

### Summary

1. Three incidents in the year show communication problems.
2. 35% of incidents in the last 5 years contain some degree of communication problem.
3. Existing communication procedures are not considered satisfactory.

### Conclusion

1. Training must place more emphasis on communication procedures.
2. Program of regular review of communication procedures should be introduced.



Now compare your version with a recording of a model answer.

## 3 Questions and discussion



1 Listen to a recording of two different ways of ending the same sales presentation by Marisa Repp about an automatic warehouse system, the Storo. Decide if they:

- invite the audience to ask questions
- are a lead-in to a discussion
- invite the audience to ask questions and have a discussion
- request comments.



2 Suggest alternative endings for the presentation you have just heard.



3 Listen to three examples of possible endings to other sales presentations. Match each one to the comments below.

- A A **hard sell** approach, mainly interested in selling the product.
- B **Weak**, as if the speaker lacks confidence.
- C **Customer-friendly**, wants to help the customer.