

Business English

The Presentation Skill

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簡報技巧-李麗華

Outline

- 🎉 **Business Presentation is a “MUST”**
- 🎉 **Keys to successful presentation**
- 🎉 **7 Steps to Achieve Successful Presentation**

This lecture references: 謝寶煖，「簡報技巧」
國立政治大學研究方法研習營資訊蒐集與資訊組織班

Business Presentation is a “MUST”

● Presentation is usually a “must” for business, especially in following cases:

- Company Introduction,
- Product announcement or promotion
- Business report and briefing
- Strategies analysis, etc.

Keys to successful presentation(1)

🎁 The Attitude

- I will make good presentation.
- The content is valuable.
- My audience is important to me.

🎁 The Image

- The mood
- The attitude
- The outfit

Keys to successful presentation(2)

- Your eye contact
- Your voice and tone
 - Pause(停頓)
 - Feeling(感情)
 - Tempo(節奏快慢)
 - Stress(加強)

7 Steps to Achieve Successful Presentation

- 🎈 Audience
- 🎈 Information
- 🎈 Organization
- 🎈 Practice
- 🎈 Handout(s)
- 🎈 Presentation
- 🎈 Examine your Presentation

Care Your Audience with 3W1H

3W 1H

- Who is your audience?
- What your audience knows?
- What are audience interests in?
- How to deliver the subject to your audience?

Information

- 🍷 **KISS (Keep It Simple and Stupid)**
- 🍷 **Font & Size** 
- 🍷 **Punctuation**
- 🍷 **Use Good Phrase**
- 🍷 **Less Abbreviation**
- 🍷 **Use Figures**
- 🍷 **Use Related Info.**
- 🍷 **Use Graph/Table**
- 🍷 **Utilize Animation/flash/avi**
- 🍷 **References**

The Layout – Compare(1)

- Building a global generic object-oriented model of an UTS, composed of a structural model, a decision model and a traffic flow model.
- Improving the control over a modeling study and increasing urban planning experts fully cooperate.
- Ensuring the reusability and adaptability of the generic knowledge model.
- Systematically deriving simulation models from this knowledge model, that is quasi-automatically generating simulation codes.
- Facilitating the definition of interfaces for accessing other decision aid techniques.
- Ensuring the reusability and adaptability of the generic knowledge model.
- Systematically deriving simulation models from this knowledge model, that is quasi-automatically generating simulation codes.
- Facilitating the definition of interfaces for accessing other decision aid techniques.

The Layout – Compare(2)

- To better control the complexity of traffic systems, decomposition UTS into three subsystems:
 - LSS(logical subsystem):
 - Vehicles & pedestrians with its own behavior.
 - PSS(physical subsystem):
 - Road structures and so on.
 - DSS(decision subsystem):
 - Functioning rules: speed management, road blocking, routing algorithms of vehicles and control algorithms.

Font & Sizes

- This is 12pt word. Can you see?
- This is 14pt word. Can you see?
- This is 16pt word. Can you see?
- This is 18pt word. Can you see?
- This is 20pt word. Can you see?
- This is 24pt word. Can you see?
- This is 28pt word. Can you see?
- This is 32pt word. Can you see?
- This is 36pt word. Can you see?
- This is 40pt word. Can you see?
- This is 44pt word. Can you see?

The Title Char. Size

- Title-A is 44pt. **bald face, good.**
- Title-A is 36pt. **bald face is better.**
- Title-A is 32pt. **bald face is better.**
- Title-A is 28pt. This is not so good.
- Title-A is 24pt, This is not so good.
- Title-A is 20pt. This is too bad.
-don,t even think about it.

Use graphs and tables

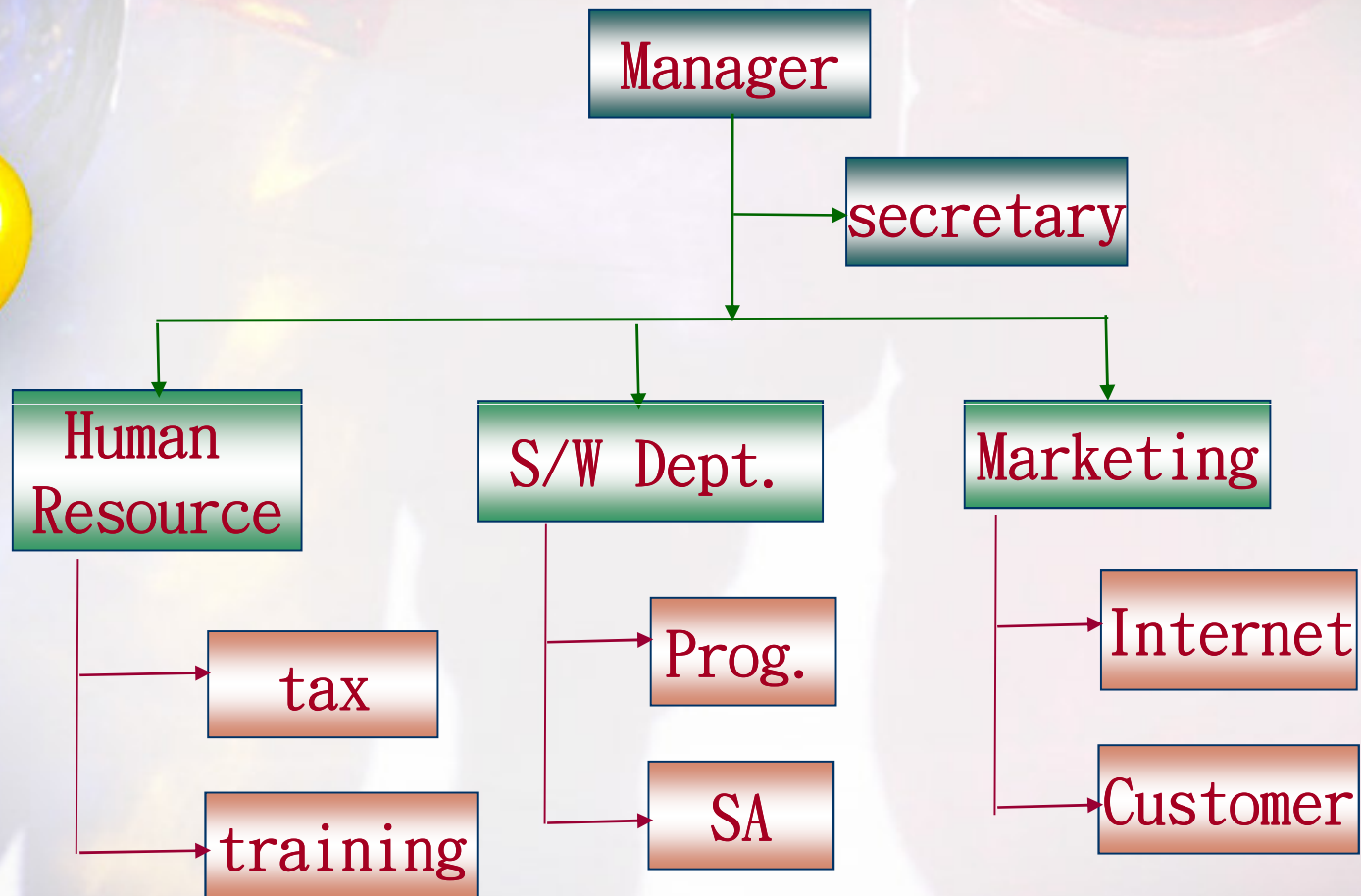


Figure creates meaning-1

- If we compress the world population into 100 person village, then there will be
 - 57 asian, 21 european, 14 American, 8 African.
 - 52 male, 48 female.
 - 30 white, 70 other race.
 - 30 christians, 70 other religion
 - 6 persons own 59% property and they all came from USA.
 - 80 persons are not living well, 1 person is going to die, 1 person is going to born
 - 70 persons are illiteracy, 1 person has college degree, 1 person has computer.

Figure creates meaning-2

- If you have food and clothes, then you are very lucky. Because you are **75% better than** other people around the world.
- You are in **top 8% rich**, if you have deposit and your purse has money inside.
- You are so lucky if you can read this article. Because there are **2 billion** people who are illiteracy.

Create Your Own Speech

Such as:

- 🍷 Just Do It!
- 🍷 Don't ask what your country do for you, ask what you do for your country.
- 🍷 Money makes world go round.
- 🍷 The early bird gets the worm.
- 🍷 No man is wise at all time.
- 🍷 A farmer learns more from a bad harvest than a good one.

Organization

- Introduction: makes it difference and impress
- Preview: Outline & Contents
- Clear Concept (Theme)
- Meaning or benefits
- Make the point
- The key phrase
- Conclusions : to summarize and conclude
- Always say thanks at the end

Practice

🎈 Time Control

You should know your talking speed. Practice your presentation to be finished in time.

🎈 Practice Function

Utilize the practice function in Power Point. Always remember the sequence of your slides.

Handout(s)

- ❶ Provides handout
- ❷ Sends out at the right time
- ❸ Be clear
- ❹ Be easy to read

Presentation Time

- 🕒 Projector+Slides+Laser pen+flash memory+handouts
- 🕒 Introduction
- 🕒 **Links** the audience to your presentation
- 🕒 Always say “we or us,” try not to say “you or yours”
- 🕒 Always makes examples, share the experience with your audience.

Examine Your Presentation

🕒 Must DO

- ☑ be interact
- ☑ use stories/examples
- ☑ be brief
- ☑ be focus
- ☑ be easy to understand
- ☑ knows your audience

Examine Your Presentation

Don't DO

- too much terminology/abbreviations
- too much lecture
- too much figures(numbers)
- too complicate
- over time
- read the slides

Tips to Share

- **Set up your subject title : clear and firm**
- **Design the subtitle: clear subtitle**
- **Design your slides according to the length of time.**
- **Find out your talking speed and design the slides to be presented**
 - EX: Lily usually needs 30 min. to present 15 slides.
- **Create your impressive introduction.**
- **Make it interesting and meaningful**
 - Be focus on your subject
 - Don't make it too funny and becomes a joke.
 - Don't make too much sound and animation
 - Use graphs and figures