

# 2 Selection (B)

In this unit we practise:

- business focus – intercultural aspects of presentations
- business language – making presentations interesting
- business simulation – presenting to an investor

## BUSINESS FOCUS

“ As I was leaving this morning, I said to myself “The last thing you must do is forget your speech.” And sure enough, as I left the house this morning, the last thing I did was to forget my speech. *Rowan Atkinson* ”

1 Have you ever given a presentation in your own language? What about in English? With your partner make a list of all the things that can go wrong when you are giving a presentation. Compare your list with the rest of the class.

2 Listen to these three people telling stories about problems they have had with presentations. Complete the grid below.

<https://jeisee.com/tten/text/download/sound/?id=177&filename=Track06 Unit2 page7.mp3>



Carlos



Beth



Andy

	Where?	What happened?	Cause
1	San Francisco		
2			
3			

- 3** With your partner discuss what the three storytellers could, should or shouldn't have done to avoid their problems.

*He should have checked who his audience were.*

- 4** Different cultures have different ideas of what constitutes a good presentation. Discuss the different approaches in the list below and tick which would be seen as normal, different or unusual by somebody making a presentation in your culture and language.

The presenter ...	Normal	Different	Unusual
1 reads the presentation out loud from a sheet.			
2 starts with a joke and uses a lot of humour.			
3 gives a formal thanks to the organisers of the presentation – in particular their most senior representative.			
4 changes the point at least every fifteen minutes.			
5 uses a lot of text in the slides.			
6 uses a lot of pictures in the slides.			
7 stands at the front.			
8 walks around the room during the presentation.			
9 takes his jacket off and rolls up his sleeves.			
10 uses her arms and shoulders a lot to help emphasise her points.			
11 appeals to logic.			
12 appeals to the emotions.			
13 explains in detail the background to a topic.			
14 focuses only on the main point without much background.			
15 uses their index finger to point when stressing particularly important aspects.			

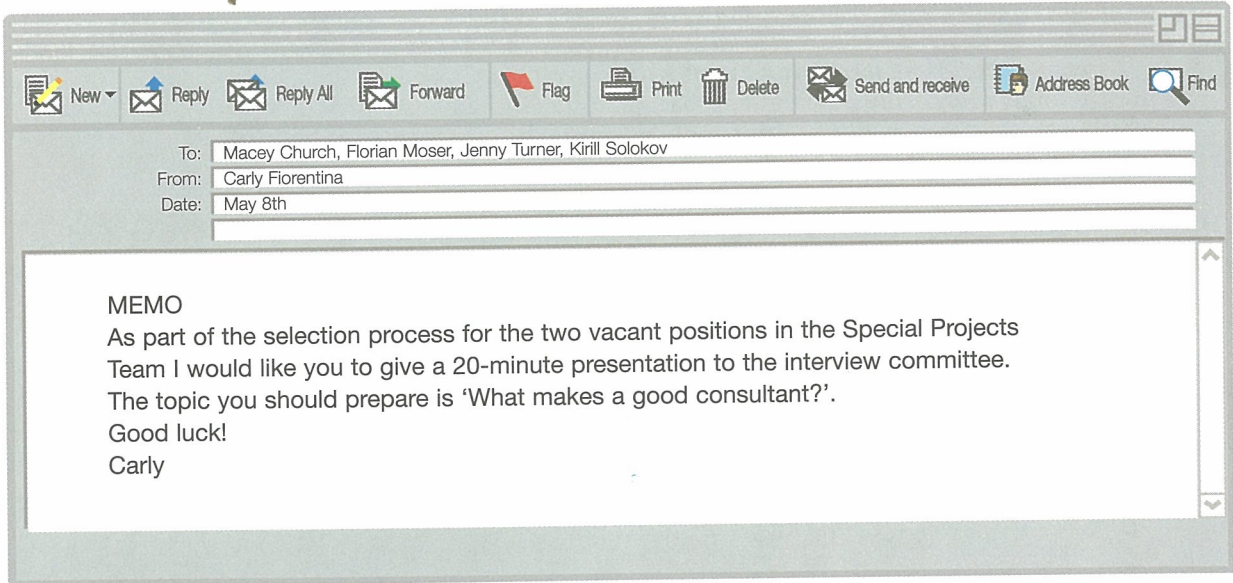
- 5** Find a partner and compare your responses in activity 4. Do you disagree because you come from different cultural backgrounds? Remember you could be from the same country, but have different cultural perspectives, e.g. male / female, industry, education. Try to explain your point of view to each other. Can you agree on a compromise?

*Hot tip!*  
Remember that what is different is not necessarily bad.

- 6** In groups of three (using the list above and your own ideas) draw up some guidelines for how to make effective presentations to an international audience.

*If the presentation language is English, follow the KISS rule - Keep It Short and Simple.*

- 1 Read this memo. What do you think is the answer to the question in the memo? Discuss with the class.



- 2 Florian, Jenny, Kirill and Macey use four different techniques for making their presentation interesting. Listen to the four recordings and decide who uses each technique.

Technique	Example	Name	They said ...
Astounding fact	Did you know that ... US children spend half a billion dollars annually on bubble gum?		
Three-in-one	Successful project management means taking good care of the <b>schedule, the money and the quality.</b>		
Do-do	To really understand another culture you <b>do</b> have to live there for some time, and you <b>do</b> need to learn the language.		
What ... is	<b>What</b> I'd like to do is show you how you can become a millionaire in only six months.		

- 3 Listen again and note down what they say.

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[https://jeisee.com/tten/text/download/sound/?id=179&filename=Track08\\_Unit2\\_page9\\_activity2\\_Jenny.mp3](https://jeisee.com/tten/text/download/sound/?id=179&filename=Track08_Unit2_page9_activity2_Jenny.mp3)  
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[https://jeisee.com/tten/text/download/sound/?id=181&filename=Track10\\_Unit2\\_page9\\_activity2\\_Macey.mp3](https://jeisee.com/tten/text/download/sound/?id=181&filename=Track10_Unit2_page9_activity2_Macey.mp3)

- 4 Look at these notes for parts of a presentation. Decide which technique you could use in order to present this information, and practise with your partner.

- a Ants lift 50 times their own weight = 4,000 kg for an average man  
Did you know that an ant can lift up to fifty times its own weight?  
If an average man could do that, it would be the equivalent of lifting 4,000 kg!
- b Work in a global company - speak English, team player.
- c Presentations are easy:  
INTRODUCTION - tell audience what you want to say  
MAIN BODY - tell them  
CONCLUSION - tell them what you just said
- d US businesses produce enough paper to circumvent the world 20 times per day.
- e Marketing = price, product, place, promotion
- f Introduce unique yoga technique.
- g Travel to Antarctica - fit, dedicated
- h Need more teachers, not bigger classes.
- i Human brain 1.5 kg, elephant brain 7.5 kg
- j Explain changes in our society.

- 5 Think of an area of your work or study that you find interesting. Try using each of the four techniques to tell your partner something about it (you can invent something for 'The astounding fact' if you want!).

*Did you know that every winter in Britain at least five teachers starve to death because their salaries are so low?*



- 6 Carly makes a short presentation to Florian, Jenny, Macey and Kirill announcing her decision about who will join the Special Projects Team at Capstan Consultants. Who has she selected and which of the four techniques does she *not* use in her presentation?

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- 7 Have a look at the list of standard phrases often used for presentations on page 85. Can you add any more to the different categories?



**1** Get into groups of two or three. You are the owners of a unique company which specialises in expensive products or services. Choose a product or service from the box below and give the company an exclusive-sounding name.

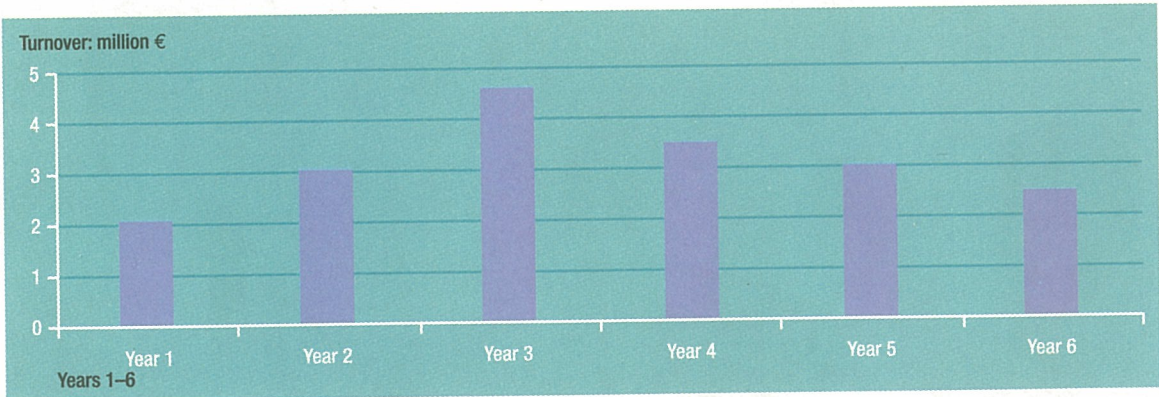
- Products: luxury yachts    racehorses  
 dog and cat grooming products  
 Services: cosmetic surgery    lifestyle coaching  
 fortune telling    tourist space travel

*Hot tip!*  
 Before any presentation, remember to ask yourself these questions:

- Who are the audience?
- How many are in the audience?
- Why are they coming to the presentation?
- What do they know about the subject?
- Why are they interested in the subject?
- What is their relationship to you?
- What makes me qualified to talk to them?



You wish to expand your six-year-old business. To do this you need some outside investment, so you need to present the information in the chart below to some investors. Together decide how best to convince them that your company is a good investment – which means you'll have to find some way of explaining the bad figures for the last three years! Prepare a ten-minute presentation.



**2** Present your information. When it is your turn to listen to the other students, make sure you ask them some questions about their presentation to see how creative they can be with their answers.

**1** Complete the data bank with language that is useful for you. The language in columns 1 and 5 should come from units 1 and 2.

1 Key word(s)	2 Model sentence	3 Similar (S) or opposite (O)	4 Translation
vain	<i>Supermodels can be very vain.</i>		

5 Useful phrases or idioms	6 Translation
<i>I got a lot of hands-on experience working on oil rigs in the Caucasus.</i>	

7 When can I use the language or ideas from units 1 and 2?