

The Business Skills Series

商务英语沟通技能系列

PRESENTATIONS

# 商务演讲技巧

Presentation skills

Presentation language

Evaluation checklists

Anne Laws



人民邮电出版社  
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商务英语沟通技能系列

# 商务演讲技巧

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## 商务英语沟通技能系列——商务演讲技巧

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## 内 容 提 要

这是一本不谈任何理论而集中从微观层面关注和介绍沟通技能与技巧训练的实用书。旨在帮助从事商务活动的人士，提高在演讲中用英语有效沟通的技能。

本书分为三大部分，分别从演讲前的准备、演讲中的注意事项、演讲后的效果评估等方面对所需技巧进行了概括总结。并真正地做到图文并茂、深入浅出、即学即用！这绝对是一本可以使读者花费最少的时间与精力却能获得出乎意料收获的好书。

本书的主要读者对象是初入职场、急需用英语提高在商务演讲中沟通技能的人士，对于学习外贸、商务英语等相关专业学生亦是十分适用的。

## About this book

This book is divided into three sections.

### Preparing the presentation

These chapters give advice and hints about presentation skills.

### Putting it into words

In this section of the book, you will find useful advice to help you with the language you need to give an effective presentation.

### Evaluating the presentation

This section consists of checklists that you can use to evaluate your presentation.

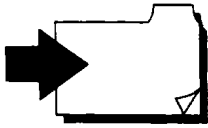
## Use of symbols in this book



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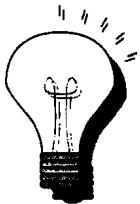
This indicates additional information worth noting.



This refers to other chapters or sections with relevant information.



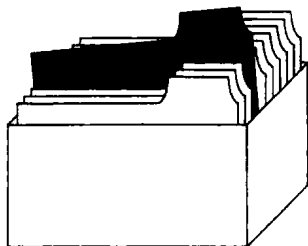
This symbol indicates important cultural points.



This symbol is used to indicate a 'hint' or suggestion to improve your presentation.



This indicates important points you should think about when you are giving the presentation.



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## Putting it into Words

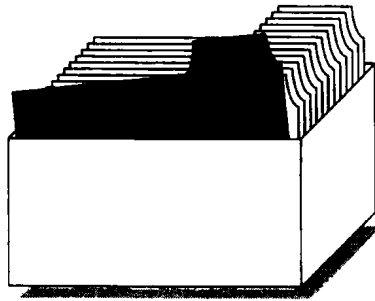
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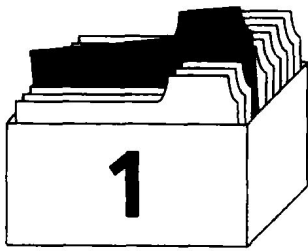
## **Evaluating the Presentation**

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# Preparing the Presentation

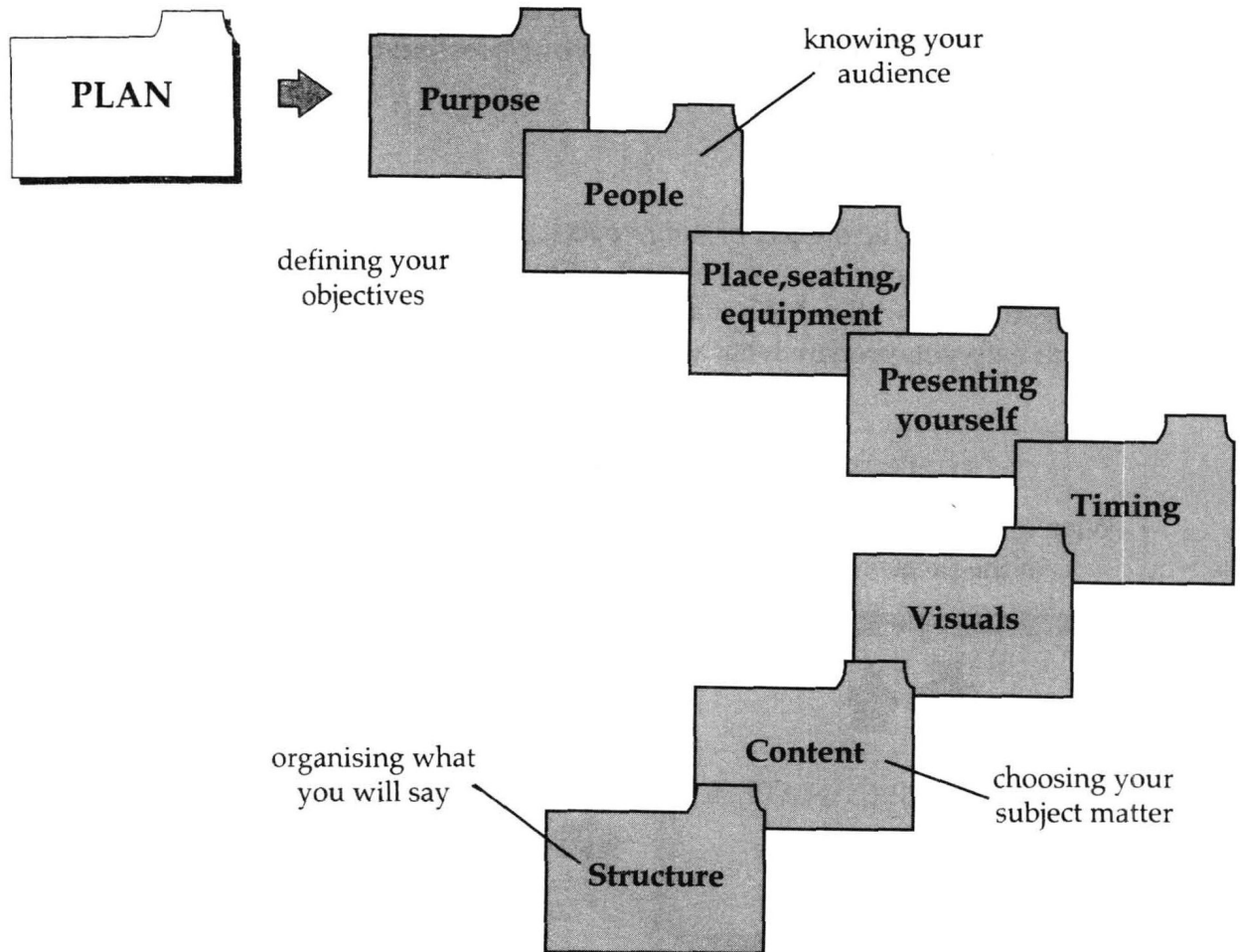


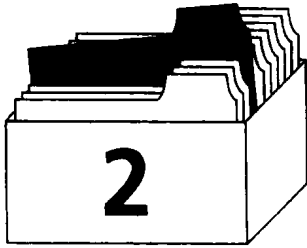




# Introduction

When planning a presentation, the main factors to consider are:



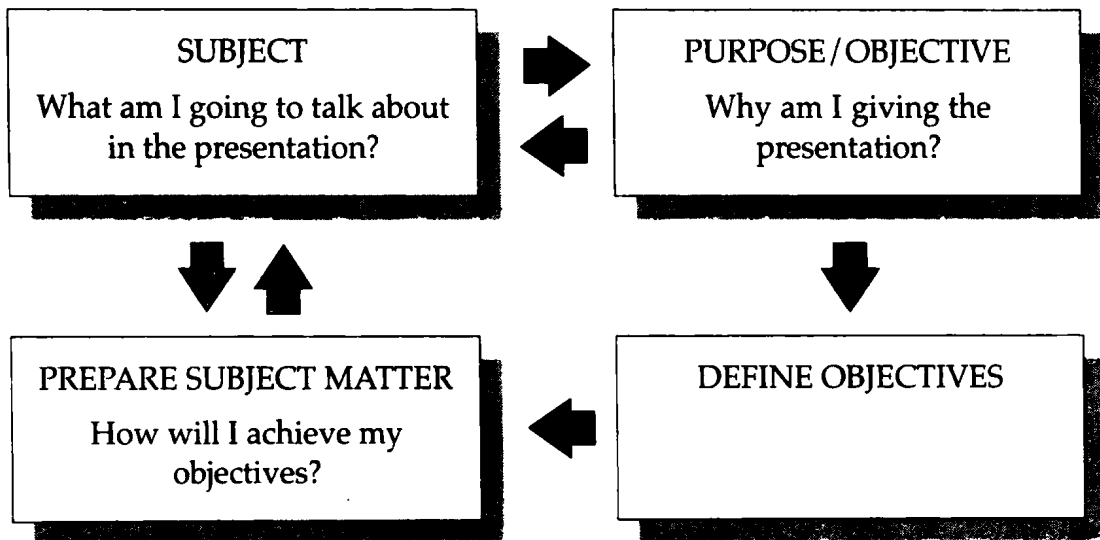


# Purpose

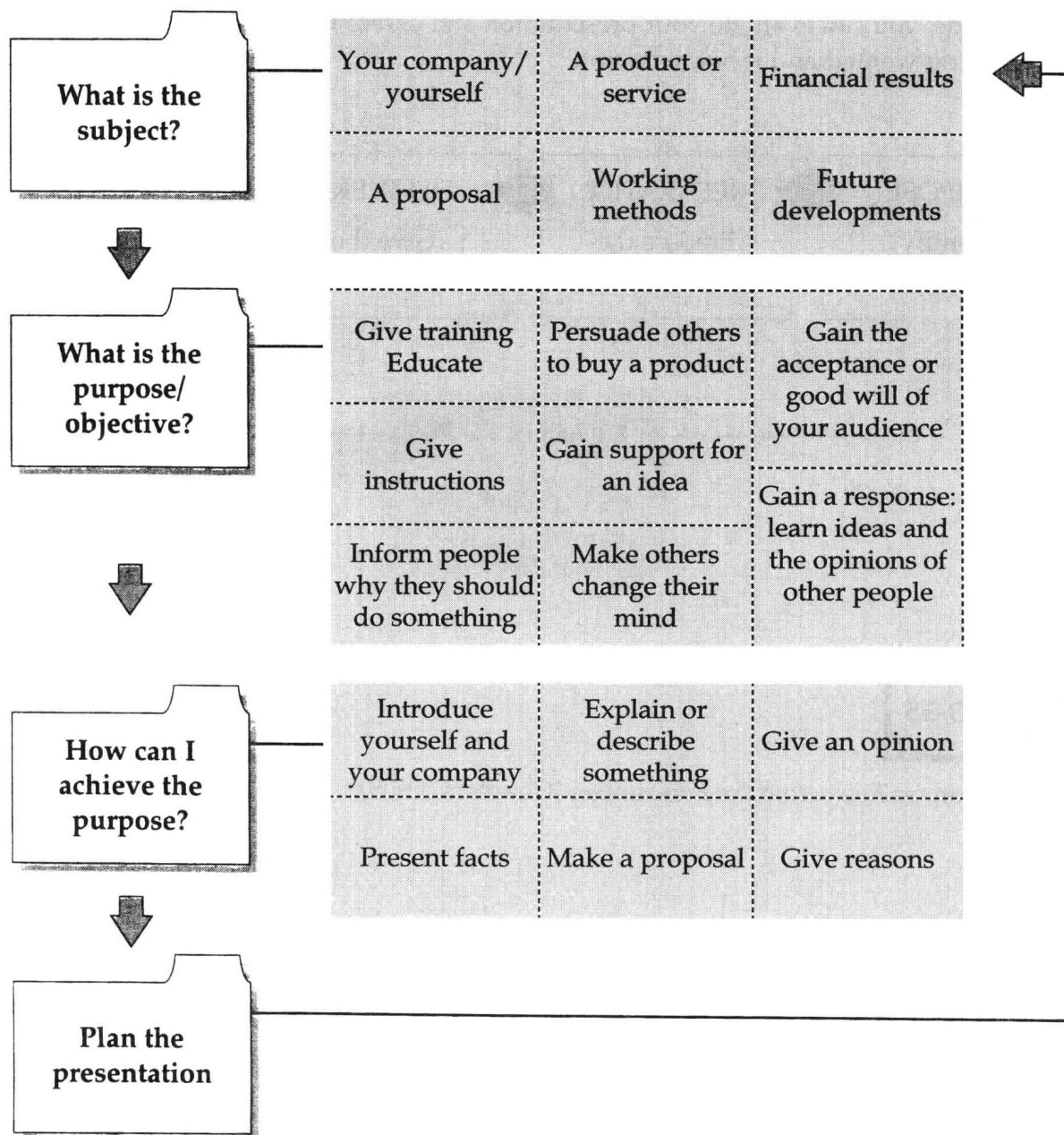
When planning your presentation, you should decide on the **purpose** or objective of the presentation. Once you have defined your objectives, you can plan how to achieve them by preparing the content of your presentation more precisely.

## Defining objectives

Don't just think about the subject of your speech, think about what you wish to achieve at the end of the presentation. Ask yourself, 'Why am I giving this presentation?' (**purpose or objective**), as well as, 'What am I going to talk about?' (**subject**). Having a clear purpose will help you prepare what you will say and how you will say it.

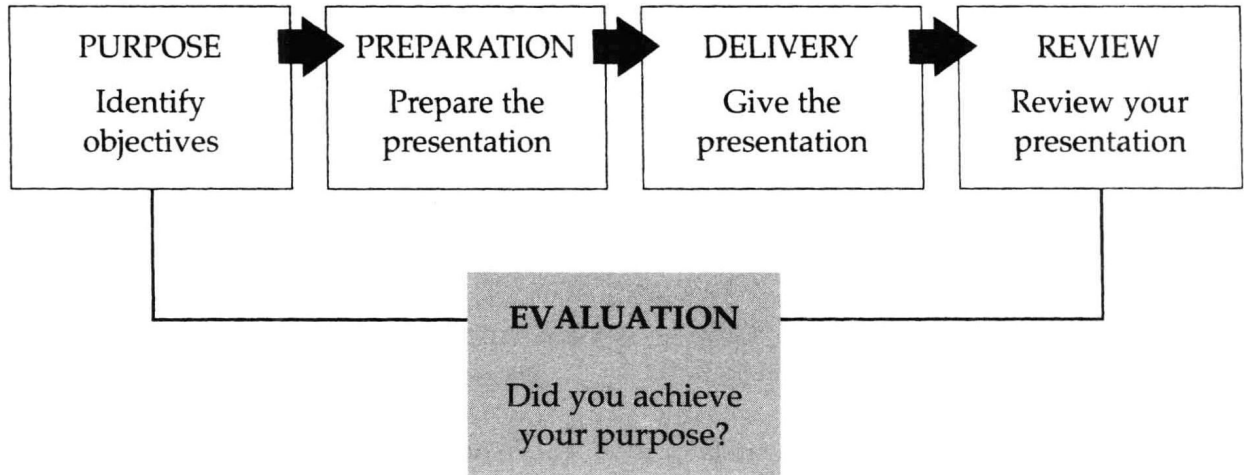


# Achieving your objectives

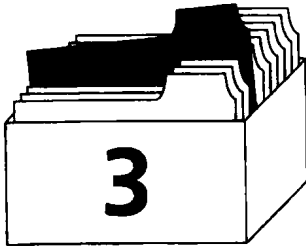


## Evaluating your performance

Afterwards, you can evaluate your presentation and assess whether you achieved exactly what you wanted and if not, why not.



See section on *Evaluating the Presentation* (Chapters 33-35).

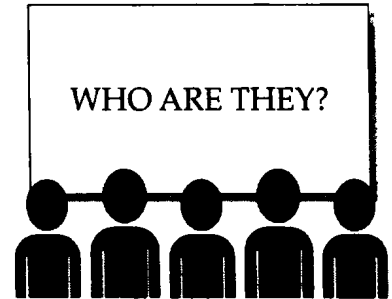


# People

When you give a presentation you should think about the people you will be talking to - the **audience**. The tone, formality, technical content and style of your presentation will depend on who these people are.

## Identity

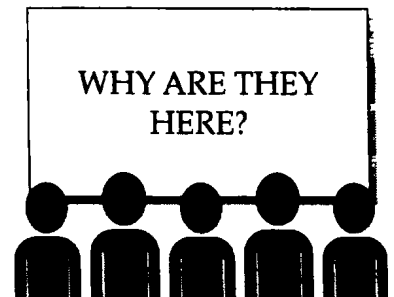
You may know in advance exactly who is in your audience. If not, try find out as much as possible beforehand.



## Audience's aims

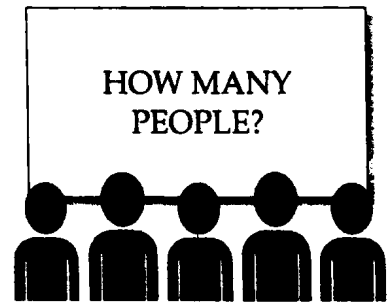
The audience will be interested to hear what you have to say and will want to listen to you for a **reason**.

What you want to achieve from the presentation (your purpose) should be consistent with what you think your audience is expecting. If you talk about something that the audience doesn't want to know, your presentation will not be a success.

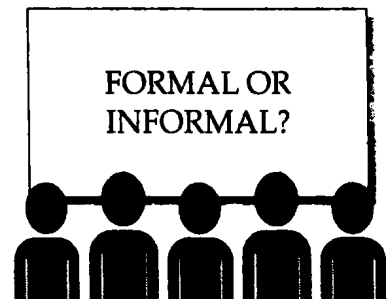


## Numbers/formality

The size of the group will determine the formality of your presentation. For a large audience sitting in rows, a formal presentation will be necessary. For a smaller group sitting around a table, the presentation can be much more informal.



Greater formality is required for an 'external' audience than for an 'internal' audience of colleagues. For example, an important sales presentation to a large client will be more formal than a small presentation to your colleagues who know you well.

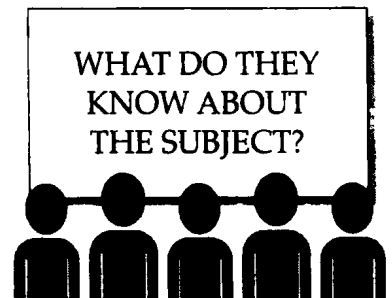


See Chapter 4, *Place, Seating and Equipment*.

## Knowledge

You should consider the **level of knowledge** that your audience has about the subject of your presentation when you plan the content of your talk.

Don't waste time telling your audience what they know already or annoy them by assuming that they know more than they do.



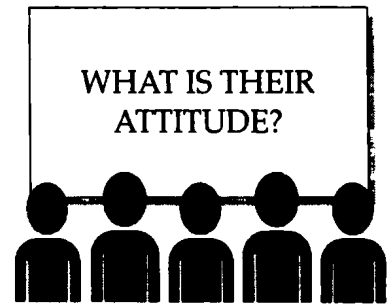
When you give an informal presentation to a small audience, you can ask them how much they know. You can then adjust the content of your presentation if they know more or less than you were expecting. This is not possible in a formal presentation.

If you are talking about a technical matter to non-experts, try to cut down on 'jargon', technical terms and acronyms. Explain such terms clearly and simply.

## Attitude

In most cases, your audience will be friendly and interested in what you have to say. Occasionally, your audience will be unfriendly. This may occur if the audience has strong opinions about the subject of your presentation.

Try to anticipate the problem and plan your presentation in a way that will improve the attitude of the audience to you and what you will be saying. You can do this by presenting controversial topics in a diplomatic way.



## Negative attitudes

### Example: aggression

At an internal presentation to employees, there may be **resentment** over reorganisation plans in the company.

### Example: suspicion

There may be **mistrust** between employees and management over plans to change working practices.