

Presentation and Communication Skills in English Language for Finance and Accounting

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MLÁDEŽE A TĚLOVÝCHOVY

Structure

1. Introduction to presentation and communication skills in English, the presentation structure
2. Useful phrases: phrases to organize the presentation, opening a presentation, structuring a presentation, organizational details (talking about timing, handouts, questions)
3. Ways to get the audience's attention
4. Introducing visuals, saying numbers, describing results, describing graphs and charts, emphasizing important points
5. Analysis of the speakers' faults - things to avoid, paralinguistic aspects of speech - influence of tempo, tone, volume and other aspects
6. Body language
7. Tips for nervousness and shyness overcoming
8. Summarizing the main points, making recommendations, phrases for effective conclusions

Topic 1:

Introduction to presentation and communication skills in English, the presentation structure

Crucial Aspects of a Successful Speech

- Deciding the objective
- Preparing the environment
- Timing
- Preparing the material
- Preparing your speech
- Awareness of basic rules of speech
- Overcoming the nervousness
- Putting the message over
- Dealing with questions

Source: Hospodářová (2004)

Tips for Preparation

*„I keep six honest serving men
(they taught me all I know)*

*Their names are **what** and **why** and **when**
and **how** and **where** and **who**.“*

(R. Kipling)

Why: Deciding the objective

- To persuade
- To teach
- To inform
- To entertain

Source: Pemberton (1991)

Who: Researching the audience

- How many of them are there?
- Why are they there?
- What are their expectations of the talk and speaker?

Source: Pemberton (1991)

Where: Preparing the environment

- How things in the room work
- Seating

Source: Pemberton (1991)

When: Timing

- Time of the day
- How long have we got – keeping to time
- Concentration problem
- Our own best time

Source: Pemberton (1991)

Exercise for the beginning:

Think of the last presentation you gave:

- **Why** did you give the presentation?
- **Where** were you?
How long did the presentation last?
- **Who** was the audience? How well did you know them?
- Do you think you made a good first impression?

Types of Presentation

1. Informal working meeting
2. Project consultation (internal or external)
3. Formal presentation for Business Leadership
4. External professional lecture
5. Internal motivation conference
6. External sales presentation
7. Public opinion
8. Information event
9. Presentations on posters
10. Adult training

Source: Hierhold (2008)

Tips for Preparation

- Write down basic points
- Memorize the first sentences
- Don't forget interesting introduction, clear summary and explicit conclusions
- Organize your time
- Visit the place of your speech before
- Use visuals

Source: Toastmasters (2022)

The main steps you have to take during your presentation:

- to welcome the audience,
- to introduce yourself,
- to introduce your topic,
- to say why audience will be interested – the main contribution of your topic for the listeners.

Source: Grussendorf (2007)

Summary of Basic Presentation Structure:

- Introduction
- Purpose of the presentation
- Communicating the structure
- Body of the presentation
- Summary
- Conclusion

Source: Grussendorf (2007)

Organize Your Presentation

- Greet
- Introduce yourself
- Introduce your presentation
- Explain structure of presentation
- Present main body
- Summarize
- Conclude
- Take questions

Source: Pemberton (1991)

Exercise (Grussendorf, 2007):

Work with a partner. Ask the questions below and make a note of the answers.

- How often do you give presentations (in school/in your job)?
- Who do you normally present to?
- When was the last time you gave a presentation in English? Was it a success? If yes, why? If not, why not? Explain your answer.
- How do you feel about presenting in a foreign language?
- Think of an excellent (or terrible) presentation that you have attended. What made it good (or bad)?

Topic 2:

Useful phrases: phrases to organize the presentation, opening a presentation, structuring a presentation, organizational details (talking about timing, handouts, questions)

Step 1: Introduction

- Hello. My name is ...
- OK, let's get started ...

More Formal

- Perhaps we should begin.
- Good morning, ladies and gentlemen.
- On behalf of ... / May I welcome you to ...
- My name is ...
- For those who don't know me already, I'm responsible for ...

Step 2: Purpose/objective of the presentation

- I'm going to ... / I'll ... / I would like to speak about ...
- I'll / I am going to / I'd like to speak about / say a few words about / discuss, report on, present ...
- What I want to do this morning is talk to you about / tell you about / show you ...
- My goal / purpose / objective / aim today is to present ...

Step 3: Communicating the structure

- I've divided my presentation into three parts.
- Firstly ... Secondly ... And thirdly ...
- So first, I'm going to tell you about ...
- My second point is ...
- Then I will move on to ...
- Finally ...

Step 4: Body of the presentation

- Let's start with ...
- Now let's turn to ...
- Let me move on to ...
- Now I'll come to my last point.
- Let's start with ...

Step 5: Summary of key points

- To sum up ...
- To put it in a nutshell ...
- What I'm trying to say ...
- To recapitulate / recap ...
- In the end I'd like to summarize the key points (ideas) again. ..

Step 6: Conclusion

- I'd like to finish ...
- Let me end by saying ...
- I'd like to finish ...
- I'd like to finish my presentation with ... (emphasizing)...
- In conclusion I'd like to say ...

Step 7: Thank you, good-bye

- Thank you for your attention.
- Visual aids
- Let's have a look at ...
- Take a look at ...
- As you can see here ...

Exercise: Explaining Opinion

- Think about **one** aspect that you are finding crucial for a successful speaker. (1 minute)
- Work in pairs (or small groups of 3). Discuss your opinion and try to find a common solution. Each group should bring only 1 solution (only 1 aspect). (3 minutes)
- Present your common opinion to all your colleagues.

Simple Do's and Don'ts for Better PowerPoint Presentations (Pavelková, 2017):

- Don't read your presentation straight from the slides.
- Do Follow the 5/5/5 rule.
- Don't forget your audience.
- Do choose readable colours and fonts.
- Don't overload your presentation with animations.
- Do use animations sparingly to enhance your presentation.

Presentation Language (Grussendorf, 2007):

The sentences and phrases below follow the logical progression of a well-balanced presentation:

Welcoming

- *Good morning and welcome to ...*
- *Thank you all very much for coming today.*
- *I hope you all had a pleasant journey here today.*

Introducing yourself

- *My name is Mark and I am responsible for*
- *My name is Mark from ..., where I am responsible for*
- *Let me introduce myself; my name is Mark and I am responsible for*

Presentation Language (Business Spotlight, 2007)

Introducing your presentation

- *The purpose of today's presentation is to*
- *The purpose of my presentation today is to*
- *In today's presentation I'd like to ... show you / explain to you how*
- *In today's presentation I'm hoping to ... give you an update on... / give you an overview of*
- *In today's presentation I'm planning to ... look at / explain*

You can also outline your presentation to give the audience a clear overview of what they can expect:

- *In today's presentation I'm hoping to cover three points:*
 - *firstly, ... , after that we will look at ... , and finally I'll*
 - *in today's presentation I'd like to cover three points:*
 - *firstly, ... , secondly ... , and finally*

Presentation Language (Business Spotlight, 2007)

Explaining that there will be time for questions at the end

- *If you have any questions you'd like to ask, please leave them until the end, when I'll be happy to answer them.*
- *If there are any questions you'd like to ask, please leave them until the end, when I'll do my best to answer them.*

Presentation Language (Business Spotlight, 2007)

Starting the presentation

- *To begin with*
- *To start with*
- *Let's start by looking at*
- *Let's start by looking at*
- *I'd like to start by looking at*
- *Let's start with / start by looking at*

Closing a section of the presentation

- *So, that concludes [title of the section]*
- *So, that's an overview of*
- *I think that just about covers*

Presentation Language (Business Spotlight, 2007)

Beginning a new section of the presentation

- *Now let's move on to*
- *Now let's take a look at*
- *Now I'd like to move on to*
- *Next I'd like to take a look at*
- *Moving on to the next part, I'd like to*
- *Moving on to the next section, let's take a look at*

Presentation Language (Business Spotlight, 2007)

Concluding and summarising the presentation

- *Well, that brings us to the end of the final section. Now, I'd like to summarise by*
- *That brings us to the end of the final section. Now, if I can just summarise the main points again.*
- *That concludes my presentation. Now, if I can just summarise the main points.*
- *That's an overview of Now, just to summarise, let's quickly look at the main points again.*

Presentation Language (Business Spotlight, 2007)

Finishing and thanking

- *Thank you for your attention.*
- *That brings the presentation to an end.*
- *That brings us to the end of my presentation.*
- *Finally, I'd like to finish by thanking you (all) for your attention.*
- *Finally, I'd like to end by thanking you (all) for coming today.*
- *I'd like to thank you (all) for your attention and interest.*

Presentation Language

Inviting questions

- *If anyone has any questions, I'll be pleased to answer them.*
- *If anyone has any questions, I'll do my best to answer them.*
- *If anyone has any questions, please feel free to ask them now.*
- *If anyone has any questions, please feel free to ask them and I'll do my best to answer.*

Presentation Language

Referring to a previous point made

- *As I mentioned earlier*
- *As we saw earlier*
- *You may recall that we said*
- *You may recall that I explained*

Dealing with (difficult) questions

- *I'll come back to that question later if I may.*
- *I'll / We'll come back to that question later in my presentation.*
- *I'll / We'll look at that point in more detail later on.*
- *Perhaps we can look at that point at the end / a little later.*

Good Transition Words to Use

- **Chronology or steps:** to begin, first, second, third, next, after, that afterwards, then, finally, as soon as, before, after, whenever, when, until
- **Further information:** in addition, as well, moreover, furthermore, what's more, also, in addition to, as well as
- **Giving examples:** for example, for instance, to illustrate, specifically, as soon as, you can see, as can be observed, such as
- **Contrast of ideas:** in contrast, however, yes, nevertheless, on the other hand, on the contrary, although, even though, while, though, whereas
- **Similar ideas:** likewise, similarly
- **Cause, purpose or result:** As a result, consequently, that is why, therefore, thus, hence, because, since, as, so that, in order to
- **Emphasis:** clearly, obviously, in fact, indeed, certainly, undoubtedly, definitely
- **Explanation:** in brief, that is, in other words
- **Conclusion:** to conclude, in conclusion, to sum up, in short

Source: Pavelková (2017)

Other Phrases and Key Presentation Language

| word, phrase | meaning, function |
|--------------------------------|--|
| briefly | 'very quickly' |
| take a look at | 'look at' |
| take a brief look at | 'quickly look at' |
| return to | 'go back', 'explain again' |
| I'll outline | 'I will explain' |
| here we can see | to draw attention to a specific point on a slide |
| as you can see here | to draw attention to a specific point on a slide |
| (let's) move on to | to start a new subject |
| (let's) continue with | to start a new subject |
| (let's) continue by looking at | to start a new subject |
| to illustrate this point | when giving an example |
| let's, we can, we will | using 'we' and 'us' instead of 'I' connects you to your audience |

Source: Pavelková, 2017

How to Organize Presentation (Pemberton, 1991):

- Timing
- Concentration problems
- Keeping to time
- Our own best time

Organizational Tips

- Start on time. Don't wait for latecomers.
- Plan how long you're going to spend on each point and keep to these timings.
- Don't labour a particular point (spend too long on something).
- Don't digress, unless you have a particular purpose in mind.
- Finish on time. Don't run over.

Basic Presentation Mistakes

Mistakes

- Too much information
- Too much text on the screen

Rules

- Keep it simple
- Use contrasting colors
- Choose font wisely

Topic 3:

Ways to get the audience's attention

Rhetorical Figures

The purpose:

- Gaining the audience's attention – activation
- Providing emphasis and freshness to your speech

Some Tips for Gaining the Audience's Attention

- Telling an anecdote
- Mentioning a really surprising fact or statistics
- Stating a problem
- Asking a question
- Dramatic language
 - A total / absolute / complete disaster
 - Totally unacceptable / Quite brilliant
- Using of rhetorical figures
- Inversion
- ...

Source: Brian Tracy (2018)

Rhetorical Figures

- Rhetorical pause
- Rhetorical question/answer
- Specification/repetition
- Anaphora/epistrophe
- ...

Rhetorical Question

- rhetorical question is one that is asked already knowing the answer

„Aren't you surprised?“

Rhetorical Answer

- dialogue – speaker asks and answers to himself

„Where is our inspiration today? It seems it disappeared...”

Specification

“or rather”

“in other words”

Repetition

“We need to do something and we need to do it now”

Oxymoron

- contradictory terms

“dark light”, “living dead”

Anaphora

- repeating a sequence of words at the beginnings of neighbouring clauses

“In every cry of every man. In every infant's cry of fear. In every voice, in every ban.”

Epistrophe

- repetition of the same word or words at the end of successive phrases, clauses or sentences

„When I was a child, I spoke as a child,
I understood as a child, I thought as a child.“

Inversion

- Never had I seen such a wonderful view.
- Little did he realise the danger he faced.

Making Pauses

You can use pauses to slow your pace down and make your sentences easier to understand.

Exercise (Grussendorf, 2007):

Group words into phrases according to their meaning and make pauses between the phrases.

- In my opinion we should go into other markets.
- In my opinion// we should go // into other markets.
- On the other hand, the figures prove that we are on the right track.
- On the other hand,//the figures prove// that we are on the right track.

The Rule of Six

When presenting text on overheads or PP slides, it is a good idea to use the „rule of six“, which means:

- A maximum of six lines per slide
- A maximum of six words per line

If you stick to this rule, you won't risk overloading your bullet charts with too much information.

Topic 4:

Introducing visuals, saying numbers, describing results, describing graphs and charts, emphasizing important points

Illustration of devices for visualization:



Illustration of devices for visualization:



Data projector (Reference: <http://www.vertigo.cz/dataprojektor-epson-emp-x5>)

Illustration of devices for visualization:



Pic. Multimedia (Reference: <http://paagmedia.com/multimedia-service>)

Principles for creating a good visual aid

- The aid is always part of our message,
- We process it to main, key and complicated points,
- It has to be simple, [intelligible](#), clearly,
- One idea = one aid,
- It has to be understandable within 10 seconds,
- Using of colors helps remembering, it attracts attention,
- we combine optimally three colors in one tool
- each picture should have headline and title,
- font black or dark blue, large enough (contrast with background of picture),
- one font type,
- watch for spelling
- the most important things should be in the middle (Hospodářová, 2004, p. 82).

When using visuals (Grussendorf, 2017, p. 41):

- Make your visual as clear and easy to understand as possible.
- Start by telling your audience what the graph / chart illustrates.
- Think about the number of visuals you want to use – don't overdo it! Less is often more.
- Before showing the graph or chart, prepare the audience for it. Say something which makes them interested in what they will see.
- Give the audience time to understand what they see before you start explaining the details.

When using visuals:

- If the movement you want to describe is very complex, simplify it. Divide the graph into two or three parts and summarize the main developments.
- Provide an interpretation of the graph's movement. The audience wants to know why there are ups and downs in the graph, what they mean and what consequences they have.
- Use the TTT method when presenting graphics: touch (or point to) a detail on the projection, then turn to the audience, and finally, talk to them.
- Use interesting and varied language to describe trends. You need alternative expressions to describe similar developments.

Phrases to introduce a visual aid:

- Let's have a look at ...
- Take a look at ...
- Now, let's look at ...
- As you can see here ...
- The ... represents ...
- I'd like you to look at this ...
- Let me show you ...
- If you look at the ... you'll see ...

Checklist for visuals

- Prepare each visual carefully and separately.
- Check whether the visual really shows what you are saying.
- Make sure your audience can read the visual (font size and colours).
- Find effective headlines
- Keep design and content simple
- Use bullet charts for text
- Reduce text to a minimum
- Always prepare audience for visuals
- Present information clearly and logically
- Remember the rule of six

Exercise - saying numbers (Grussendorf, 2007, p.25):

Numbers, especially long ones, are often difficult for the audience to understand. Try to say numbers slowly and clearly, and point at them while speaking.

- 2m two million
- 1.6 bn one point six billion
- $\frac{1}{3}$, $\frac{3}{4}$ one-third, three-quarters
- 235 m² – two hundred and thirty-five square metres
- 98 % - ninety-eight per cent
- 150.000 – one hundred and fifty thousand euro(s)

Topic 5:

Analysis of the speakers' faults - things to avoid, paralinguistic page of speech - influence of tempo, tone, volume and other aspects

Public Speaking: Some Things to Avoid

Reading from notes.

Missing eye contact.

Not knowing the audience.

Obscuring the message.

Offending the audience.

Public Speaking: Some Things to Avoid

Arriving late.

Missing eye contact. Too much/too little body language.

Paying attention to only part of the audience.

Monotone voice.

Getting off topic.

Explaining opinion:

- Work in pairs (or small groups of 3). Think about **one** aspect that an experienced speaker should avoid while having a public speech (and that you are finding crucial). Each group should bring only 1 solution.
- Present your common opinion to all your colleagues.

Exercise – Speakers' Faults

Your task:

- You've been given a card with outlined situation related to speaker's performance.
- In your group, discuss the situation from the audience point of view.
 - How would you feel as a listener?
 - What aspects of speaker's performance do you find problematic?
- Choose one person from your group who will present the situation and your related opinions to your colleagues.

SPEAKER 1

- A speaker comes to the room.
- He sits down at his desk without any greeting.
- Then he quietly prepares his notes. He begins speaking by looking at the wall.
- The audience can see that the speaker is engaged in the topic.
- The speaker ends his speech by quietly gathering his notes and taking a bow without looking at anyone or saying goodbye.

SPEAKER 2

- The incoming speaker interests the audience because of his noticeable appearance.
- He is speaking very loud and theatrically.
- His speech is full of words: “I think”; “I suggest”, “I don’t agree” etc.

SPEAKER 3

- At the beginning of the lecture, the speaker announces to the audience that his topic is very specific.
- Then, the speaker points out that there is no other source of information than himself.

SPEAKER 4

- The speaker is only reading his prepared text.

SPEAKER 5

- On the way to his desk, the speaker laughs and jokes with his audience.
- He starts his speech with a joke or a funny story.
- The audience expects an amusing lesson, but the speaker says. “Well, we’ve had a fun and now, we’re going to have a serious lesson.” With a serious tone, he begins the lesson.

SPEAKER 6

- There are a lot of questions beginning with WHO? WHAT? WHERE? WHEN? HOW? in the speech.
- After these questions the speaker makes a dramatic pause.
- He usually answers alone.

SPEAKER 7

- The speech appears to be perfect.
- The author is looking sympathetic, he has a likeable voice and appropriate intonation, each thought is impressively formulated, his arguments are very logical.
- Nevertheless, the attention of the audience is progressively decreasing. Why?

SPEAKER 8

- The speech is impressive.
- The speaker has wide range of knowledge, convenient arguments and extraordinary rhetorical abilities.
- In his speech there are many expressive words and categorical opinions used.
- Those who don't agree with him are called opponents, enemies, saboteurs.

Paralinguistic means (Mikuláščík, 2003)

- intensity of tone and color of voice
- intonation
- pace of speech
- pause, phrase
- unpleasant sounds and words which fill pauses during speech – word's padding
- mistakes of speech

Exercise: Same words, different tone (Hartley, 2011, p. 48)

When you say the same words but with different tone it could express totally different meaning. Try to say a sentence: **“of course I will do it”** by following ways:

friendly

sarcastically

angry

soothingly

threateningly

enthusiastically

carelessly

convincingly

Exercise: Change of sentence's melody

(Hartley, 2011, p. 49)

Try to say a sentence:

“I want you to add it on Thursday.” by two ways.

First, choose rising melody of sentence.

For the second time, say the sentence by using descending melody.
Which one sounds clearly?

Exercise in Enunciation (Pemberton, 1991)

- Red leather, yellow leather – six times fast.
- Gig whip – six times without any pause.
- She is a thistle sifter, and she has a sieve of sifted thistles and a sieve of unsifted thistles, because she is a thistle sifter.

Exercise- Speaking clearly

- Electromagnetic compatibility

(Was every „t“ sound clear?)

- A medieval knight wearing helmet, hauberk and armour-cap

(Are the repeated „t“ and „h“ sounds clear? Did you say „darmour“?)

- Romantics, realists and impressionists

(Did you avoid the trap of „dimpressionists“?)

- Peas, beans, broccoli and cauliflowers

(Are you really making your mouth work hard?)

- Hemidemisemiquaver

(Yes, this really exists, but can you say it clearly?)

Exercise - Breathing

- You should be able to keep your breath at least 20 second. Do this excercise each day and you will be able gradually increase your capacity of lungs.
- Start humming very quietly and slowly increase the sound by putting a slight pressure on your diaphragm and then decrease it again. You are learning to control your breathing, which is very important for public speaking. At the same time, you´re discovering a way of reducing stress, as deep, conrolled breathing relaxes you both physically and mentally

Exercise Breathing

Problem pauses:

- Give yourself time to think and look at your notes in silence.
- It will in fact be a very short pause, even though it seems ages to you, the speaker.
- Don't try to fill this gap.

Voice Exercise - *especially for people speaking too softly*

- Stop!
- Crash!
- Bang!
- Good morning!

Topic 6:

Body Language

Non-verbal Communication

- eye contact
- facial expressions
- haptics
- gestures
- proxemics
- body position

A nonverbal message may be verbal in relation to the message in several possible relationships (Mikuláščík, 2003, p. 123-124):

- **As a repetition and amplification of a verbal message** - when someone asks what time is it, we can say that there are four, but at the same time we can lift four fingers.
- **As a contradiction** - nonverbal behavior is inconsistent with what he says (the employee says he has accomplished the task, but according to his behavior it is obvious that this is not true).
- **Responding to the verbal message only by non-verbal signals** - an individual responds to some information, for example by joyful jumping).
- **Emphasis or opposition** - verbal expression is accompanied by strong tapping, which emphasizes verbal communication.
- **Regulation** - nonverbal communication helps to control the verbal communication, we constantly follow the situation with the eye contact, but also by physical contact we verify that everything is done in the verbal form.

Exercise: The expression of the face



Reference: <http://www.atraktivni-prace.cz/neverbalni-komunikace-pri-pohovor-o-zamestnani/>

Reference: <http://tipyjakfotit.cz/jak-na-zmenu-vyrazu-na-fotkach/>

Exercise: Importance of Context

We sometimes attribute special significance to some nonverbal activities.

Crossed arms are considered as a barrier signal, yawning is considered as a sign of boredom, scratching on the head is sometimes interpreted as a sign of stress.

What meanings could these gestures have in the following situations?

Exercise: Importance of Context (Hartley, 2011, pp. 14-15):

| | Crossed arms | Yawning | Scratching on the head |
|--------------------------------|--------------|---------|------------------------|
| With a friend | | | |
| On a meeting | | | |
| During the selection interview | | | |
| With the customer | | | |
| In conversation with colleague | | | |

Source: Author

Speech of posture (Hartley, 2011):

| SIGNAL | EXPRESSION |
|-------------------------|---|
| Creating barriers | Crossed hands in front of the body (defensive); one arm wound around the body (nervousness, low self-confident); placing of some subject in front of you, for example. handbag; hands with interwove fingers hold far in front of the body (negative or defensive posture; crossed legs (defence, negativism); get stuck one leg around the other (suspense, discomfort); |
| Way of sitting | Legs on the table (extreme self-confident and superiority); sitting astride on the chair (dominance); an ankle of one leg propped against a knee of second leg and hands connected behind a head (superiority); |
| Way of standing | Excessively upright (feeling of threat); proud pose with hands behind a back, hands or one hand on a hip (superiority); arms folded (confrontation); clench fists (enmity); |
| Hidden aggression | Too long a look into the eyes, be tapping with hand; excessively friendly tone of voice, excessive cordiality, unpleasantly open communication (manipulation); |
| Features of weakness | Hunched up pose, an unease, hesitant tone of voice, reluctance of eye contact (compliance); |
| Security and confidence | Open gesture, upright, relaxed pose, straight look into the eyes, clear gesticulation; |

Source: Author

SPEECH OF BODY

Behavior during presentation

- **sitting position with one leg over the other and upper one swings slightly – boredom**
- **the head in the palms and eyes look down – disinterest**
- **inclined head - interest**
- **slight forward bend – concentration**
- **sitting on the edge of the chair, looking at the watch and the door – impatience**
- **legs close together, hands on knees – shyness, uncertainty**
- **turning the head and the body on the opposite side - the lack of interest in communication**
- **twisted legs - convulsiveness**

Exercise: Assign below mentioned aspects to six following images. Explain your solution:

1. **Honesty**
2. **Shyness**
3. **Decisiveness**
4. **Helplessness**
5. **Thoughtfulness**
6. **Hesitation**



Reference: Štěpaník (2005)

Exercise – Body Language:

Do you know any synonym of the expression „BODY LANGUAGE“?

- Non-verbal communication
- Silent speech

Exercise – Body Language:

What can you conclude from **frequent blinking** of your communication partner?

- Blinking could be a sign of stress or pressure

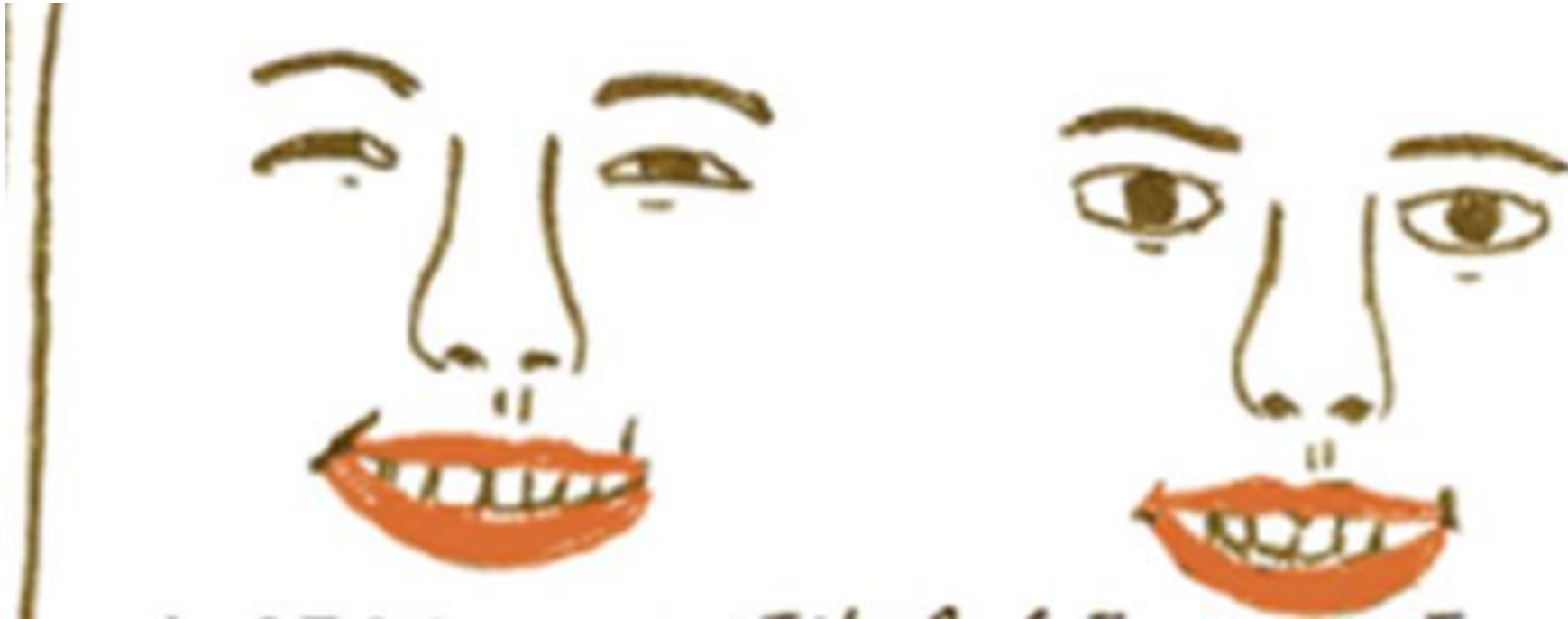
Exercise – Body Language:

What could be a result of **missing eye contact** of your communication partner?



Exercise – Body Language:

Do you recognize a genuine smile?



Reference: <https://cz.pinterest.com/pin/311241024220944806/>



A PERSON WITH A GENUINE
SMILE SMILES WITH MOUTH AND
EYES. A PERSON WITH A FAKE
SMILE DOES NOT SMILE WITH
THE EYES.

Fake Smile



Reference: <http://www.nicolasfradet.com/smile-body-language/>

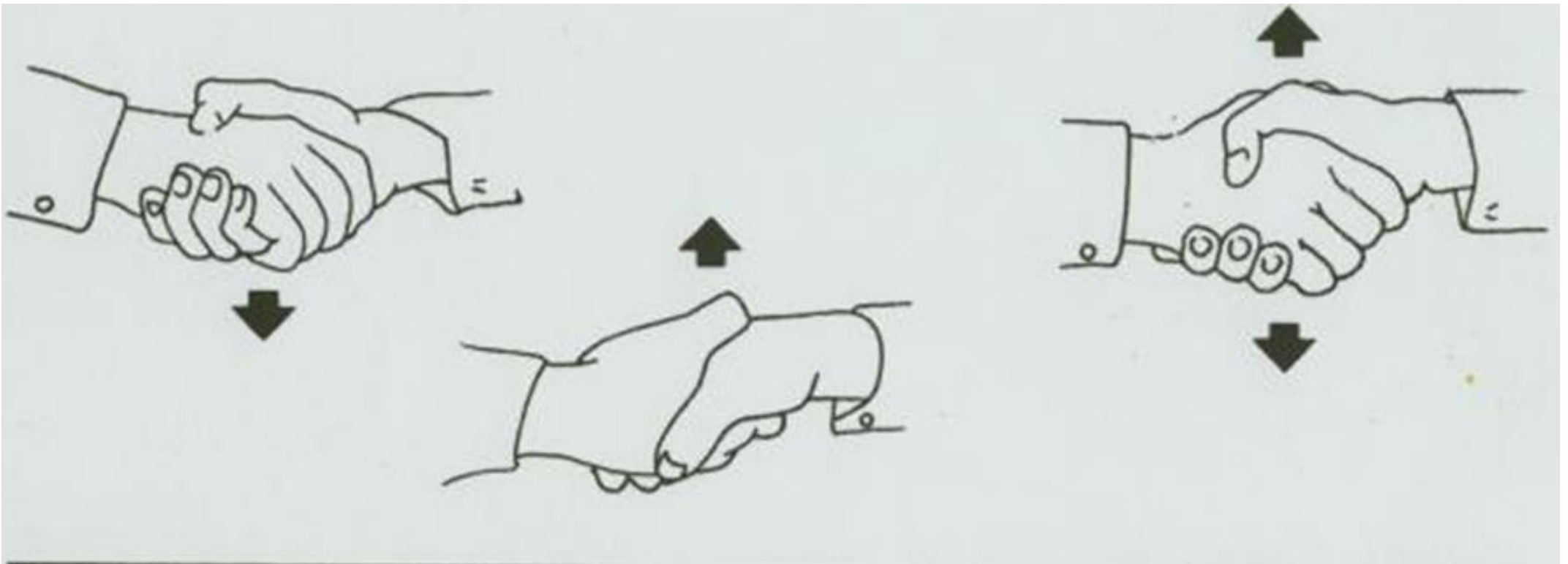
Genuine Smile



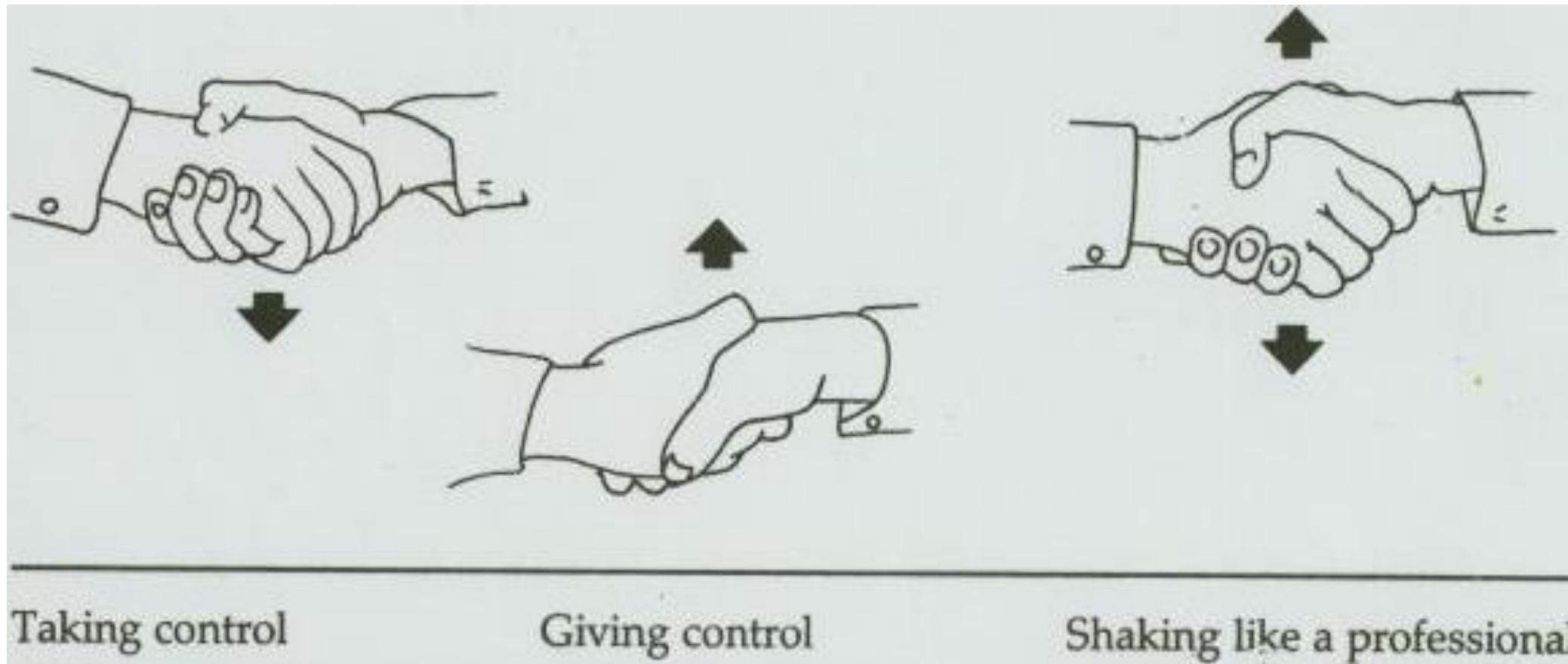
Reference: <http://www.nicolasfradet.com/smile-body-language/>

Exercise – Body Language:

Which handshake is the dominant one?



Reference: <http://blog.meraevents.com/2014/08/05/7-types-handshakes-mean/>



Reference: <http://blog.meraevents.com/2014/08/05/7-types-handshakes-mean/>

Exercise – Body Language:

What is the special term for **searching for appropriate distance** in the communication process?

- Proxemics

Exercise – Body Language:

What can we conclude from a close position of our communication partner?



Reference: Štěpaník (2005)

Exercise – Body Language:

Choose the correct answer (only 1 answer is correct):

People dominate space in a meeting in order to:

- a. **Give themselves an advantage**
- b. Make themselves more comfortable
- c. Hide their own nervousness

One of the ways to become more confident is
to:

- a. Relax more with friends
- b. Imitate the facial expressions of others
- c. **Alter the way you walk**
- d. Avoid direct eye contact with people

How can you show that you want to end a conversation?

- a. Cross your legs
- b. Move back a little**
- c. Fold your arms
- d. Nod your head slightly

A Few Body Language Tips:

- Make eye contact with your audience
- Don't speak to the equipment or the screen – focus on the audience
- Smiling is fine at appropriate moments, but not too much
- Use gestures to emphasize main points from your presentation
- Don't move around too much – it could be disturbing for your audience

Exercise:

Try saying the following sentences, and see what happens automatically to your expression as you speak (Pemberton, 1991):

- *I do agree with what you've said.*
- *No, I entirely disagree.*
- *It's a surprising fact.*
- *What a disgusting taste!*

Try saying the following sentences, and see what happens automatically to your expression as you speak (Pemberton, 1991):

In each case, you reacted instinctively to the words you were saying, so that your body language supported the meaning.

- *I do agree with what you've said.*

Did you nod your head and move it forward to the person you are agreeing with?

- *No, I entirely disagree.*

Did you shake your head, moving slightly away from the other person?

Try saying the following sentences, and see what happens automatically to your expression as you speak:

- *It's a surprising fact.*

You probably raise your eyebrows and open your eyes wider.

- *What a disgusting taste!*

Did you wrinkle your face up, frown slightly and move your head back?

At the end a few good advices (Booher, 2003):

- remember that people can send out false non-verbal signals,
- walk, sit and stand with right posture,
- keep your responsible distance,
- show your interest by getting closer to the other person or by stand up,
- use a touch there where is it appropriate,
- respect your social status in visual contact,
- use a visual contact for establishing a relationship with other person,
- use that handshake which respond to your personality and intention,
- do not show your finger

Topic 7:
Tips for nervousness and shyness
overcoming

Nervousness and Shyness

Advantages of nerves:

- They produce a flow of adrenalin which lifts your brain power and may help you to remember information you knew.
- They help you to build a rapport with the audience.

How to Stop Being Nervous

- Take a deep breath
- Visualize yourself to have a success
- Listen to music
- Write down your feelings
- Drink water
- Massage your temples
- Distinguish between the aspects than you can solve and the aspects that are beyond your control

Answer Following Question:

What do you consider being the best way to overcome nervousness in connection with presentation and public speech?

Nervousness – Tips for Getting Over

- Pick a subject that you really care about
- Focus on the material, not the audience
- Avoid talking too fast
- Prepare precisely
- Use your imagination in a positive way
- Don't admit your nervousness

Nervousness – Tips for Getting Over

- Relax → concentration
- Breathe deeply
- Know a place where you will have your speech
- Write down the beginning of your speech
- Beware of alcohol
- Develop a plan to improve your next speech

Nervousness – Tips for Getting Over

- Prepare thoroughly
- Distract yourself for ten minutes before you begin
- Have a beverage handy
- Breathe deeply
- Prepare answers to anticipated questions

Nervousness – Tips for Getting Over

- Know your topic
- Get organized - when you organize all of your materials, it helps you to become much more relaxed and calm
- Do deep breathing exercises - focus on your breathing before and during your speech
- Don't fear moments of silence - these moments could emphasize the most important moments of your speech
- Focus on the material you are presenting - focus on delivering your material, don't worry about audiences's reactions
- Visualize success - imagine yourself to give a great speech to an enthusiastic audience
- Pick a subject that you really care about

Nervousness – Tips for Getting Over (Grussendorf, 2007, p. 14)

- **Prepare well.** Failing to prepare is preparing to fail. Preparation is the key to a successful presentation. Nothing will relax you more than knowing exactly what you want to say and having practised saying it. Make sure you practise your talk until you feel at home with it – then you can concentrate on other things.
- **Learn to relax.** Doing stretching or breathing exercises before you talk can help you to reduce nervousness. One example: before your presentation, sit comfortably with your back straight. Breathe in slowly, hold your breath for about five seconds, then slowly exhale. You can relax your facial muscles by opening your eyes and mouth wide, then closing them tightly.
- **Check out the room.** Make yourself familiar with the place where you will be speaking. Arrive early, walk around the room, and make sure everything you need for your talk is there. Practise using any equipment (e.g. microphone, video projector) you plan to work with.

Nervousness – Tips for Getting Over

(Grussendorf, 2007, p. 14)

- **Know your audience.** If possible, greet your audience as they arrive and chat with them. It will be easier to speak to people who are not complete strangers.
- **Concentrate on the message.** Try to focus on the message and your audience – not on your own fears.
- **Visualize success.** Imagine yourself speaking to your audience in a loud and clear voice. Then visualize the audience applauding loudly at the end of your talk as you smile.

Nervousness – Tips for Getting Over

Learn to breathe well!

Your breathing:

- Supports your voice
- If you breathe well, you can increase the volume of sound of your voice
- You are able to use rhetorical pauses at right places
- Appropriate breathing helps you to overcome your nervousness

Breathing Exercises

- You are learning to control your breathing, which is very important for public speaking
- At the same time, you're discovering a way of reducing stress, as deep, controlled breathing relaxes you both physically and mentally

Breathing Exercises

- You should be able to keep your breath at least 20 second
- Do this exercise each day and you will be able gradually increase your capacity of lungs

Breathing Exercises

Start humming very quietly and slowly increase the sound by putting a slight pressure on your diaphragm and then decrease it again.

Breathing Exercises

Train your breathing with the help of PROLONGED BREATH exercise.

Topic 8:

Summarizing the main points, making
recommendations, phrases for effective
conclusions

Effective conclusions (Grussendorf, 2007, p. 45)

Using questions

- After all, isn't that why we're here?
- Let me just finish with a question: If we don't do it, won't somebody else?

Quoting a well-known person

- As... once said, ...
- To quote a well-known businessman, ...
- To put it in the words of ...
- Referring back to the beginning

Effective conclusions (Grussendorf, 2007, p. 45)

Referring back to the beginning

- Remember what I said at the beginning of my talk today? Well, ...
- Let me just go back to the story I told you earlier.
- Remember, ...

Calling the audience to action

- So that's the plan. Now let's go and put it into practice!
- So now it's your turn.
- Now let's make a real effort to achieve this goal!

Effective conclusions

Some other tips for effective conclusions:

- Make a good last impression!
- Don't forget that last impressions are just as important as first impressions. People tend to remember most the last thing that they are told.
- Make them listen!
- When you move from the main part to the conclusion, use a sentence that signals to the audience that now they really have to sit up and listen!
- Your conclusion is the place to make sure that you have planted the key ideas of your talk in your listeners' minds. Don't miss this opportunity!

Source: Brian Tracy (2018)

Exercise – discussion:

- Over to you – which tips do you think are the most useful? Which are not useful at all? Why do you think that? Can you think of any other strategies for making good conclusions?
- How might cultural differences between you and the audience affect the way you end a presentation? Do you remember a conclusion you found particularly effective? What did the presenter do?

Topic 9:

Handling the question and answer session

Dealing with questions (Grussendorf, 2007, p. 80)

- Asking for clarification
- Avoiding giving an answer
- Admitting you don't know the answer
- Asking polite questions
- Direct questions
- Less direct questions
- Anticipating questions

Dealing with interruptions – useful phrases

- If you don't mind, I'll deal with this question later in my presentation.
- Can we get back to that a bit later?
- Would you mind waiting with your questions until the question and answer session at the end?
- After answering questions, especially those that require a longer answer, it is sometimes necessary to remind the audience what you were talking about before the interruption.
- Before we continue, let me briefly summarize the points we were discussing.
- So, back to what I was saying about ...

Source: Business Spotlight (2007)

Dealing with criticism – useful phrases

- I quite see your point but still ...
- That's an interesting point but we shouldn't forget ...
- I understand your criticism but don't you think that ...?
- I entirely agree with you. On the other hand ...
- Perhaps I should make myself clearer on this point.
- It seems that you have misunderstood me there.
- I don't think this is the place or time to discuss this.

Exercise – discussion:

Work with a partner. Ask each other the questions below and make a note of the answers. Then tell the class what you found out.

- Do you prefer questions during or after the presentation? Why?
- How do you feel about the question period at the end of a presentation?
- How do you prepare for the question period?
- How do you deal with questions you don't want to answer?
- What do you do if you can't answer the question?
- How do you deal with dominant participants?
- Do you remember a presentation in which questions were handled well/badly? What do you think went right/wrong?

Exercise (Business Spotlight, 2007):

Do you think the following statements about questions in presentations are true or false?

1. You must answer every question right away.
2. People always ask questions to get information.
3. You should look at the whole audience when answering.
4. You must give your answer immediately.

Exercise (Business Spotlight, 2007):

Answers:

1. False. You can always defer your answers until later if you think they will take up too much time.
2. False. Some people simply want to show off their own knowledge, or use a question to disagree, or simply ask in order to test your knowledge.
3. True. The answer is a part of your presentation, so look around at everyone. Then return to the questioner when you have finished to check whether he or she is satisfied with your answer.
4. False. You can ask for time to think.

A Few Tips for Your Speech

- Prepare thoroughly, rehearse
- Time your presentation
- Anticipate any obvious questions
- Keep eye contact with the audience
- Be aware of your body language, gestures, tone of your voice

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Useful Links - Video:

Overcoming Nervousness:

- <http://www.toastmasters.org/Resources/Video-Library/managing-your-fear>
- https://www.youtube.com/watch?v=UvQuz21P_aU
- <http://www.briantracy.com/blog/public-speaking/27-useful-tips-to-overcome-your-fear-of-public-speaking/>

Present Like Steve Jobs:

- <http://www.youtube.com/watch?v=2-ntLGOyHw4>

Speaking Mistakes to Avoid:

- <https://www.youtube.com/watch?v=DcSbpKIWPHI>

PowerPoint Mistakes:

- <https://www.youtube.com/watch?v=i68a6M5FFBc>
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