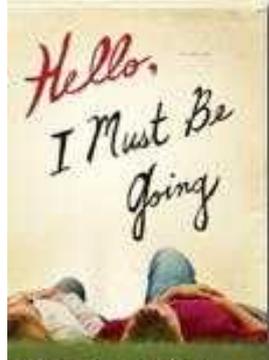


**Business English**  
**Useful Expression**  
**BAD13**

## **Delivery and Language**

Well, I must be going.  
See you in September. So Long.



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Hiro : That`s awesome! I`ll send you textbook.

Johnson : Domo arigatto gozaimashitta

Hiro : Hey, you`re fluent already.

Johnson : lie.

Hiro : Well, I must be going.

Johnson: See you in September. so long.

Hiro : Goodbye and thanks for everything.

# Delivery

'Delivery' refers to the way in which you actually deliver or perform or give your presentation. Delivery is a vital aspect of all presentations. Delivery is at least as important as content, especially in a multi-cultural context.

## Nerves

Most speakers are a little nervous at the beginning of a presentation. So it is normal if you are nervous. The answer is to pay special attention to the beginning of your presentation. First impressions count. This is the time when you establish a rapport with your audience. During this time, try to speak slowly and calmly.

## Audience Rapport

You need to build a warm and friendly relationship with your audience. Enthusiasm is contagious. If you are enthusiastic your audience will be enthusiastic too. And be careful to establish eye contact with each member of your audience. Each person should feel

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to your audience even before you open your mouth. Your clothes, your walk, your glasses, your haircut, your expression - it is from these that your audience forms its first impression

as you enter the room. Generally speaking, it is better to stand rather than sit when making a presentation. Be aware of and avoid any repetitive and irritating gestures.

## Cultural Considerations

Because English is so widely used around the world, it is quite possible that many members of your audience will not be native English-speakers. You should try to learn about any particular cultural matters that may affect your audience. Cultural differences can also be seen in body language, which we have just discussed. T

## Voice quality

It is, of course, important that your audience be able to hear you clearly throughout your presentation. Your voice will then be more interesting for your audience. You can vary your voice in at least three ways:

- speed: you can speak at normal speed, you can speak faster, you can speak more slowly - and you can stop completely! You can pause. This is a very good technique for gaining your audience's attention.
- intonation: you can change the pitch of your voice. You can speak in a high tone. You can speak in a low tone.
- volume: you can speak at normal volume, you can speak loudly and you can speak quietly. Lowering your voice and speaking quietly can again attract your audience's interest.

The important point is not to speak in the same, flat, monotonous voice throughout your presentation - this is the voice that hypnotists use to put their patients' into trance!

## Visual aids

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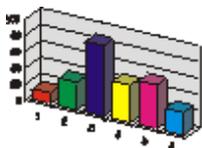
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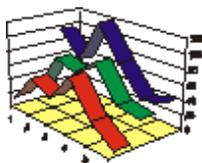
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**Piecharts** are circular in shape (like a pie).



**Barcharts** can be vertical (as here) or horizontal.



**Graphs** can rise and fall.

## Audience Reaction

Remain calm and polite if you receive difficult or even hostile questions during your presentation. If you receive particularly awkward questions, you might suggest that the questioners ask their questions after your presentation.

## Language

 Say what you are going to say,

## Simplicity and Clarity

If you want your audience to understand your message, your language must be **simple** and **clear**.

Use short words and short sentences.

Do not use jargon, unless you are certain that your audience understands it. In general, talk about concrete facts rather than abstract

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Because you put up **signposts** for them, at the **beginning** and **all along the route**. This technique is called '**signposting**' (or 'signalling').

During your introduction, you should tell your audience what the structure of your presentation will be. You might say something like this:

"I'll **start** by describing the current position in Europe. **Then** I'll move on to some of the achievements we've made in Asia. **After that** I'll consider the opportunities we see for further expansion in Africa. **Lastly**, I'll quickly recap before **concluding** with some recommendations."

The table below lists useful expressions that you can use to signpost the various parts of your presentation.

Signposting	
Function	Language
Introducing the subject	<ul style="list-style-type: none"> <li>• I'd like to start by...</li> <li>• Let's begin by...</li> <li>• First of all, I'll...</li> <li>• Starting with...</li> <li>• I'll begin by...</li> </ul>
Finishing one subject...	<ul style="list-style-type: none"> <li>• Well, I've told you about...</li> <li>• That's all I have to say about...</li> <li>• We've looked at...</li> <li>• So much for...</li> </ul>
...and starting another	<ul style="list-style-type: none"> <li>• Now we'll move on to...</li> <li>• Let me turn now to...</li> <li>• Next...</li> <li>• Turning to...</li> <li>• I'd like now to discuss...</li> <li>• Let's look now at...</li> </ul>
Analysing a point and giving recommendations	<ul style="list-style-type: none"> <li>• Where does that lead us?</li> <li>• Let's consider this in more detail...</li> <li>• What does this mean for ABC?</li> </ul>

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	<ul style="list-style-type: none"> <li>• Let's summarise briefly what we've looked at...</li> <li>• Finally, let me remind you of some of the issues we've covered...</li> <li>• If I can just sum up the main points...</li> </ul>
Ordering	<ul style="list-style-type: none"> <li>• Firstly...secondly...thirdly...lastly...</li> <li>• First of all...then...next...after that...finally...</li> <li>• To start with...later...to finish up...</li> </ul>