Business Presentations
Intermediate

Session 2: Opening a Presentation
Learning Objectives
Intermediate

In this session, you will:

• Think about ways to begin a presentation.
• Practice introducing a presentation.
• Practice using an outline to state the main points to be covered during a presentation.
Let’s Get Started
Intermediate

Beginning your presentation

1. How do you normally begin a presentation?
2. What are some ways to welcome your audience?
3. What language can you use to help to make your outline clear?

<table>
<thead>
<tr>
<th>to begin with</th>
<th>after that</th>
<th>finally</th>
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<tbody>
<tr>
<td>I’ll be looking at</td>
<td>I’ll focus on</td>
<td>I’ll go over</td>
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<tr>
<td>let’s get started</td>
<td>I’ll show you how</td>
<td>I’d like to thank.</td>
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Let’s Practice
Intermediate

Use the following words and phrases to complete the opening to a presentation about the value that employees can bring to an organization.

Good morning, everyone. I’d __________ everyone for coming to our conference on the changing workplace. _________ I’ll be looking at the value that employees can bring to an organization. Second, _________ a few examples of companies I feel have really grown because of this. _________, I’ll give you some ideas about what you can do to attract the very best talent for your firm. _________ to wait until the end of the presentation to ask questions. Thank you, and _________.

Target Language

I’d like to ask you  
Finally,

First  
I’ll focus on

let’s get started  
like to thank
Imagine you are giving a presentation on the importance of excellent customer service. Consider the questions below.

1. Why do customers leave? (They feel ignored, etc.)
2. What are some key problems of customer service? (lack of training, rudeness, etc.)
3. What are some example situations that show the wrong/right approach? ("The customer is always right.")

We can use the answers to these questions to create an outline for a presentation using the target language below. Your coach will go over an example on the next slide.

**Target Language**

<table>
<thead>
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<tr>
<td>First,/Second,/Third,</td>
<td>Let’s discuss/look at</td>
</tr>
<tr>
<td>Then,/After that,/Next,</td>
<td>To begin with,</td>
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<tr>
<td>Finally,/In conclusion,</td>
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For example:

This morning I am going to talk to you about the importance of excellent customer service. First, let’s take a look at why customers leave. They may not stay in a store if the representative is ignoring them. Second, I’ll discuss some key problems of customer service, such as lack of training. Finally, I’ll show you some example situations that highlight the right approach to take with your staff. You may have heard the expression, "The customer is always right." As a conclusion, I'll teach you ways to adopt this as a philosophy in your organization.

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Imagine you are giving a presentation on how to improve the relationship between management and staff. Consider the questions below.

1. Why is it important to keep employees happy? ("Always treat your employees exactly as you want them to treat your best customers." - Stephen R. Covey)
2. Why is it important to have good communication? (improve productivity, etc.)
3. What are some examples of other companies who have been successful in improving relationships? (Google, etc.)

Use the answers to these questions to create an outline for a presentation. You can use some of the target language below.

Sequencing Words | Introducing an Idea
--- | ---
First,/Second,/Third, | Let’s discuss/look at
Then,/After that,/Next, | To begin with,
Finally,/In conclusion, |
Imagine you are giving a presentation on how to keep customers using effective marketing strategies. Consider the questions below.

1. How does marketing make a difference? (It can get consumers' attention, etc.)
2. How can brands make consumers trust them? (quality products, etc.)
3. How important is an effective catch phrase or slogan? (McDonald's "I'm lovin' it." Nike's "Just do it.")

Use the answers to these questions to create an outline for a presentation. You can use some of the target language below.

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Think about a presentation you might do in the future. What do you want to tell your audience? In what order would you present that information? Share a brief outline of the presentation with your coach. Use the expressions you learned in this session.