Business Presentations
Intermediate

Session 4: Sequencing a Presentation
Learning Objectives

Intermediate

In this session, you will:

• Understand how to order information for an effective presentation.

• Practice using linking language to connect ideas.

• Work on introducing main points, details, and transitions between main points.
In your presentation, you will need to present your information in a logical order so that the audience can follow. To do this, you will need to clearly identify the main points in the body of your presentation. These main points should be connected by words called "transitions" that link your ideas together in a way that makes sense logically.

Moreover,
As I’m sure you know
let’s turn to
In addition,
Let’s move on to,
Therefore,

According to
I’d like to start with
As a result,
In addition to,
Next,
Furthermore,
Here is a part of a presentation made by the COO of a leading educational company. Can you identify the main point? What words help to link ideas and examples?

I'd like to start with a look at our current market position. We're a market leader in education services, and revenues have been increasing for the past three quarters. In addition to improved revenues, we've seen a lot of success in our social media campaigns. Furthermore, our online educational programs are growing as more individual buyers and businesses adopt Internet options. As a result, we've decided to dedicate more resources to support our adult education content on the Internet.
Let’s Practice

Intermediate

Your company has decided to open new stores in different countries. You want to become an internationally recognized brand. You are giving a presentation to upper level management.

Work on using the target language to introduce main points, details, and transitions between main points in the text below.

1) ________ (introduce a main point) the new stores we will open in April.

2) ________ (transition to a new point) staff at the new stores. We will need to hire staff to work in the stores, of course.

3) Next, ________ (transition to a new point) our plans for the next two years.

4) ________ (providing details), we will improve our website so that we can be recognised around the world.

<table>
<thead>
<tr>
<th>Introducing Main Points</th>
<th>Transitioning to a New Point</th>
<th>Providing Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’d like to start/continue/finish with...</td>
<td>Let’s move on to...</td>
<td>In addition,</td>
</tr>
<tr>
<td>I’d like to discuss/take a look at...</td>
<td>Let’s turn to...</td>
<td>In addition to...</td>
</tr>
<tr>
<td>Now that we’ve discussed ...</td>
<td>As a result,</td>
<td>Therefore,</td>
</tr>
<tr>
<td>let’s move on to...</td>
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Imagine you are the CEO of Handmade Puzzler. You are giving a presentation to sales representatives about the advantages that these products have over video games. Use the following outline to help you with the order of ideas. Use the points below or feel free to add your own.

- **Main Point 1**: People think young adults are only interested in video games.
  - **Details**: Market research shows teenagers are getting bored of tablets/virtual reality.

- **Transition to Main Point 2**
  - **Main Point 2**: Our products offer something unique for young adults.
  - **Details**: Young adults between the ages of 18-25 make up 42% of our market.

- **Transition to Main Point 3**
  - **Main Point 3**: What we are doing right at Handmade Puzzler.
  - **Detail**: How products appeal to young adults who want to use their hands.
Think of a basic outline for a presentation. Take into consideration the audience you will be presenting to, as well as the objectives for your presentation. What will your main points be? How will you use linking language to introduce, provide details, and make transitions between the points?