

# The GMS G-Zine



## Editorial

*Some people are just great at doing presentations. They are comfortable speaking in public and interact naturally with the audience. For other people, delivering a presentation is close to a nightmare, including the cold sweats and the racing heartbeats.*

*But how do we become better at public speaking?*

*In this special edition of the Gzine you will find valuable tips to help you improve your presentation techniques. We hope you will benefit from these, especially if you have English as a second language. Enjoy!*

*Mariana Martins - Editor*



## Death by PowerPoint

Misusing visual aids is a common mistake many presenters make. They try to take all their content and jam it into a slide so they don't forget what they want to say. To make it worse, they stand up in front of the crowd and read the entire slide deck. Chances are your audience is wondering why they are being read to and are not connecting to the material and the content.

Visual aids should be used to enhance a presentation, not be the presentation. The use of images can be one of the most effective ways to stimulate emotion and when used correctly, can really hit home a key message.

Learn how to drive the message home using images without overwhelming content and you will avoid this common mistake.

## Secrets of Powerful Presentations: How to Give Your Audience What They Want

Every presenter should have just one thing on their mind as they prepare: their audience. If you want your audience to listen and pay attention, then you need to speak their language and give them information that they really want to know.

Follow these simple steps to ensure you give your audience what they want:

### Step 1: Research Your Audience.

Who are they? The more you can find out about their age, job, gender, background and so forth, the better you can tailor what you say to meet their specific needs. What do they have in common?

### Step 2: Find Out What They Already Know

Whatever you are talking about, find out what your audience already knows about your subject. The best presenters build directly onto the experience and knowledge of their audience, so you need to know what that is.

### Step 3: Find Out What Motivates Them

What issues or challenges do they have? How can you help them improve their lives, by gaining more money, time or wealth? Let them know that you understand what is going on in their lives and they will really connect with you.

### Step 4: Why Are They Here?

Great presentations must address the WIIFM (What Is In It For Me) factor for your audience. This is the hook that will grab your audience's attention and hold it fast. Create a vision in their minds of how their lives will improve if they listen to your presentation - and relate this vision to what motivates them.

The more you know your audience, the better you are able to tailor your content and your delivery to best suit their needs.



### Need Help?

GMS Language Services® can help! Our professional coaches take your presentations skills to the next level. Call today for a free consultation: 08/798 71 65 or contact us at [info@gmsgroup.se](mailto:info@gmsgroup.se)



**Don't miss the next page!**

# The GMS G-Zine

## Key Presentation Vocabulary

**Audience** - people watching a presentation of some kind

**With someone in mind** - thinking about a person

**To appeal to someone** - to speak to someone's interests

**To fall on deaf ears** - to not be heard

**To be second nature** - to do something naturally, with little effort

**To rehearse** - to practice, repeat a number of times

**Appropriate** - in the right place, in good taste

**Tone** - the feeling of a presentation (i.e. funny, serious, etc.)

**Ice-breaker** - a short story or joke to put everyone at ease before you begin

**To address someone** - to speak to someone

**Conviction** - with belief

**To persuade** - to convince someone

**To refer to notes** - to look at your notes while speaking

**Handout** - sheets of paper with information presented

**To make your case** - to state information relating to your position



### Quotations:

*"Those who know nothing of foreign languages know nothing of their own." Johann Wolfgang von Goethe*

*"Language is the means of getting an idea from my brain into yours without surgery" Mark Amidon*

*"If at first, the idea is not absurd, then there is no hope for it" Albert Einstein*

## Cross Cultural Presentations

Intercultural awareness is necessary for two reasons. First, it minimizes the possibility of misunderstandings and/or the causing of offence through intercultural mishaps. Second, it is a means to maximizing the potential of business relationships through the utilization of intercultural differences productively.

Here are some aspects to take into consideration for effective cross-cultural presentations:

**Language & Body Language:** Try and keep language simple so that the presentation is understood by native and non-native speakers.

Pay attention to your body language. Some cultures are quite animated and will appreciate hand gestures and the expression of emotion through the body. Others expect speakers to remain calm and would find such behavior over the top.

**Style of Presentation & Use of Technology:** Different cultures learn and take in information in varying ways. One should always try and tailor their presentation style to meet the needs of the target culture.

Power Point is not the default method of giving a presentation across the world. Some countries may not even have the technical capabilities to accommodate this so one would need to adapt to the resources at hand, whether it be an Over Head Projector or blackboard.

**Content & Audience Participation:** Different cultures expect different things from a business presentation. Long term orientated cultures may be excited about future projections and figures, but others would rather learn more about the presenter's credentials, accomplishments and experience.

Audiences react in different ways across cultures. Some are very engaging and are willing to participate in exercises and Q&A sessions, others are the opposite.

The number of areas where one could point to intercultural differences in presentations is vast, for the sake of brevity the above-mentioned areas have been highlighted as a way of drawing attention to some

