

# About the Book

**Talk Like a Pro: Making a Winning Presentation** is designed to supplement any textbook on Business Communication. This material set can also be a textbook for a one-or-two-unit standalone presentation course. The Guidebook, together with abundant end-of-chapter exercises and activities, aims to help learners in Asia or countries where English is a second or foreign language prepare them for a professional presentation. It is equally valuable for working professionals who need practical advice on preparing for business presentations.

In designing this material set, the author meticulously decomposes award-winning presentation videos into ten-chapter learning units. The author firmly believes that learning can be maximized and be most effective when the learning can be achieved by observing and imitating good examples and when the learning tasks and materials are customized to meet learners' specific needs and backgrounds. Through the observational learning approach, students and professionals learn by watching and analyzing the video clips. This integrative learning approach allows learners to apply the learned principles of a professional presentation to their performance through a series of step-by-step task activities building up to a complete production.

The video clips presented in this material set are primarily based on gold-winning student presentations from the winning team of The Hongkong and Shanghai Banking Corporation Youth Entrepreneurial Award Competition (HSBC YEA). The relevant end-of-chapter exercises and activities are also designed to complement the Guidebook to enhance learning efficacy.

This material set examines the different components of a typical business presentation in detail and suggests concrete steps to guide the learners and produce their own. Three key features of this material set are:

1. The principles of presentations provide learners with a foundation for making a professional presentation.
2. The video clips provide learners with observational learning opportunities to integrate principles with applications.
3. End-of-chapter exercises and activities allow learners to integrate concepts with directed practice.

# Preface

Why are presentation skills essential for academic and professional success? When making a presentation, a good presenter strives to keep a presentation engaging, communicate confidently, and engage with the audience.

Lee Iacocca, the former CEO of Ford Motor Company, stated, "You can have brilliant ideas, but your ideas will not get you anywhere if you cannot get them across." His remarks stressed the importance of presentation skills to communicate effectively. By the same token, Steve Jobs, Former CEO of Apple, noted that "Presentation goes far beyond words. They connect you with people mentally and emotionally." Jobs' statement highlights the importance of good presentation skills, not just saying what you want. Good presentation skills and effective delivery mode influence the audience mentally and emotionally. Skilled presenters make a difference between themselves and their peers and consequently advance their career development. Andrew Dlugan, communication coach and public speaker, stated, "Presentation skills are a primary differentiator between you and your peers. Master your presentation skills, and become the master of your career options." In any communication context, an effective presenter cares about the audience and what the audience needs by analyzing the audience's profiles and needs. As Simon Raybould, Non-Executive, PXP Vietnam Asset Management, noted, "Presentations aren't about the presenter; they're about the audience and what the audience needs."

Numerous reports show that contemporary employers greatly value candidates' communication skills. Undoubtedly, globalization grants us many chances to speak in public in English (assuming English is the lingua franca of world business). Imagine working for American multinational companies in China, you might have to present to your bosses why they should import raw materials from your source. If you are the researcher for a digital company in Japan, you might have to present to different branches the operations of your newly developed product range. To be truly convincing, you must be well-equipped with polished presentation skills.

Public speaking is one kind of communication, an interactive process of transmitting symbols and creating shared meanings among involved parties. In this context, your audience is a group of individuals who think and hold values in uniquely individual ways. When the audience enters the venue, they sit down and listen to your talk. You are then empowered to link them up and draw a mental picture. So, as an effective presenter, it is helpful to examine the delicacy of the process of communication closely.

A presentation is a means of communication. To communicate effectively in any given context, you must present the ideas clearly and persuasively. Presentation skills mean something more than knowing how to put together a good set of PowerPoint slides. Excellent presenters must constantly engage and connect with an audience to get the message across. Most

communication models describe the process of communication as the *sender encodes* the idea and puts the idea into words, which constitute the *message*. The *sender* then transmits the message via the *channel* to reach the *receiver* at the other end. Upon receiving the message, the receiver *decodes* it according to their interpretation.

Communication is two-way and cyclical. To complete the communication process, the sender is also the receiver, and the receiver is the sender. In other words, in the two-way communication process, both sender and receiver take turns expressing and negotiating the meanings by giving feedback regarding what they have understood. Likewise, a presentation is a way of communicating your thoughts and ideas to an audience. Consequently, effective presenters tailor their messages to suit the audience's backgrounds and needs and engage the audience along the communication process.

All the communication processes occur in a specific context, containing situational clues from which the communicators deduce and know what should or should not be done. For example, public speaking differs from the daily conversational act regarding formality and role division. Failure to analyze the context adds burdens, i.e., *noise*, to the process, leading to communication misunderstanding and/or breakdown.

Now that you are clear about the importance of effective presentation skills to the power of communication, let's take some strategic steps toward becoming an effective presenter! The key to becoming an effective communicator with powerful presentation skills is to start immediately; do not procrastinate so that you will have ample time to complete your presentation task thoughtfully. This Guidebook will help you get started and, consequently, be able to present a winning presentation like a pro.

This Guidebook explains the principles of professional presentations. Learners view the video clips to analyze and critique the examples by applying the learned principles. Learners then incorporate the learned principles of a professional presentation into their performance through a series of step-by-step tasks building up to a complete presentation. To complete the learning cycle, students and business professionals constructively reflect on and critique their presentations and that of their peers. Learners will have the advantage of developing presentations based on examples of successful peers and the underlying theoretical principles. Transcripts in the original or edited form are also provided for reference to enhance learners' comprehension of the video clips.

### Special Acknowledgements

The author wishes to take this opportunity to thank the following individuals who granted permission to use the videos. In addition, the author received permission to use the video from the 2009-10 Champaign Group and wished to thank Mr. Kunal Parwani and Mr. Eric Chen for their generosity. Finally, special thanks also go to Ms. Imelda Wong and Mr. William Chiu, HSBC, for granting permission.

## Foreword

It is my great privilege to have been invited to write a foreword for the book *Talk Like a Pro: Making a Winning Presentation*. The book by Bertha Du-Babcock is mainly designed for non-native English-speaking students and professionals who seek to improve their presentation skills.

Bertha Du-Babcock relocated to Taiwan for a visiting professorship with the University two years ago. I first met her in a professional setting to discuss her educational credentials and achievements in teaching and research. Before meeting with her, I was very impressed with her academic credentials and outputs. Also, Professor Du-Babcock is renowned in academia, having been invited to give 29 keynote and plenary addresses at various international conferences in the US, Europe, and Asia. At the 38th International Conference on Teaching and Learning, held at the University in 2021, I was lucky to attend Professor Du-Babcock's keynote speech. During this first direct contact, I was highly impressed by her depth of field knowledge and engaging presentation style. Given her significant public speaking experience, she is undoubtedly the right person to write a book on making a presentation like a "pro." This is why I feel honored to be asked to write the foreword for this much-needed book.

Wearing two hats during my educational career enables me to comment on the importance of language and communication from both micro- and macro-perspectives. The first hat I wore was as a language instructor, where my concern focused on the micro view. However, as the President of the Wenzao Ursuline University of Languages, the second hat I wear has allowed me to take a broader, macro perspective.

When I was engaged in the field of foreign language instruction for two decades, I observed that students in Asia, particularly in Taiwan, found it challenging to "open their mouths and express their views," let alone present their ideas in public, even though many of them can handle complex reading and writing tasks. The imbalance in reception and production of language skills is likely due to the influence of Confucianism in Asian-based teaching. Asian students are often afraid to "look foolish," so they are inclined not to speak up until they are sure their answer is flawless. Consequently, despite the pedagogic effort and concerns made at all educational institutions, the resulting enhancement of students' communication abilities is not always evident.

Wearing my second hat as the President of the University of Languages, I have enforced the three "L" core values of Ursuline education, particularly the second "L" representing language. Since the establishment of the University in 1966, Wenzao has embraced a definitive mission and vision to equip graduates with a high caliber of foreign languages, particularly English. With this optimal goal, the University strives to nurture the cultural depth of Western and Eastern traditions and position students as the interface for cross-cultural communication.

Consequently, in my view, “language” no longer only operates at the micro-level of small “l.” Rather it represents a big “L” from the macro level. Mastering any language is the means, and engaging in successful communication is the “end.” In any language teaching and learning, it is not necessarily challenging to train learners to master the language. However, it requires extra effort to transform learners to become effective communicators. Language is communication. Communicating means using language to present ideas and to make an impact. This point echoes a famous remark by Lee Iacocca, the former CEO of Ford Motor Company, “You can have brilliant ideas, but your ideas will not get you anywhere if you cannot get them across.” This statement stresses the importance of presentation skills for everyone from all walks of life.

Taiwan is at a crossroads, wanting to transform itself to become fully recognized internationally. In doing so, enhancing its citizens’ English communication efficacy is critical. Consequently, the Taiwanese government announced the launch of the “2030 Bilingual Nation Policy” blueprint in 2018 with one vision and two aspirations. The first hope is to boost the general English language proficiency of the younger generation enabling their competitiveness in the global job market. The second and foremost hope is to “enable Taiwanese industries to connect to global markets,” thereby enabling Taiwan to play a prominent role on international platforms.

Taiwan has a dream of wanting to internationalize the nation, but how do people in Taiwan feel about it? It is encouraging that more than 70 percent of respondents supported English policies establishing English alongside Mandarin as a national language, according to a Web survey by National Chengchi University’s PollcracyLab in 2019. This positive survey result indicates that Taiwan’s general population recognizes the importance and urgency of boosting English competencies to remain competitive internationally. Nevertheless, how should the nation move forward to make its grandiose dream of the “2030 Bilingual Nation Plan” achievable? Implementing English as a medium of instruction (EMI) is a milestone in enhancing general communication competence and fostering a conducive English-speaking environment where learners can confidently receive subject input through English and freely interact with teachers and peers without fear.

To prepare Taiwan to become a bilingual nation by 2030, it is high time that Professor Du-Babcock’s book brings value to enhancing people’s communication competencies. The book *Talk Like a Pro: Making a Winning Presentation* is empirically tested among non-native English-speaking students and is structured around the observational learning approach. Like all of us, Professor Du-Babcock had a similar upbringing, being partially educated in Taiwan with access to limited learning resources in terms of the English-language learning environment. However, she overcame the hurdle of learning English and became an active English-speaking academic. Familiarizing the English-learning environment in Taiwan and other Asian countries, she reckons that the observational learning approach can be implemented successfully in Taiwan, despite lacking a rich English-speaking environment.

Being a language educator for decades, I am also convinced that language learning can be maximized and is most effective when that learning process can be achieved by observing and

imitating good examples. That is also the reason why the book appeals to me because of its threefold uniqueness.

1. **The design of the book.** Du-Babcock took a meticulous approach to composing a series of award-winning presentation videos and developed a step-by-step guide that makes learning more meaningful.
2. **The observational learning approach.** Du-Babcock adopted an observational learning approach enabling learners to maximize their learning through the input of good examples and the integration of principles and practices.
3. **The integrative learning of principles and task activities.** The design of the task activities enables learners to apply the learned principles of a professional presentation to their performance.

Echoing Dr. Du-Babcock’s view, developing a professional, memorable presentation is like building a house from scratch. *Talk Like a Pro: Making a Winning Presentation* constitutes the building blocks as the book expands learning as small units and models and enhances the learning process with examples. With her dedication and devotion to teaching and research in enhancing communication efficacy in today’s ever-changing global environment, Professor Du-Babcock’s book will benefit non-native English-speaking students and professionals seeking to improve their communication and presentation skills to assure academic and professional success.

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# How to Access the Book's Video Clips

The book's video clips are designed for easy accessibility. The users can watch the book's video clips online on their preferred device, anytime and anywhere. Follow the steps below, and the video clips are ready for use. It's just that easy!

Here are the steps on how to use the code to access the video clips:

- 1 On your smart device, launch the QR Code reader app. If you don't have one, download one from your device system's app store.
- 2 Scan the QR Code on the right.
- 3 When the app successfully reads the link in the code, it will take you to the download area on Tung Hua's website.
- 4 Enter the following information:  
**Password: 9786267130452**
- 5 When finished typing in the password, click on the video clip number you want to watch.
- 6 The designated video clip will prompt and can be watched online.



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# Empowering Yourself with Professional Presentation Skills

Developing a professional, memorable presentation is like building a house from scratch. To prepare any presentation, you need to lay the foundation for professional performance by knowing the target audience's profile, understanding the purpose of the presentation and what you plan to achieve, and highlighting the main points.

Part 1 contains six chapters that help build solid presentation skills to empower public speaking ability. The **first three chapters** discuss the importance of profiling the audience, knowing the purposes, and identifying the main points.

**Chapter 4** outlines the organization of making a professional presentation, and **Chapter 5** discusses the importance and design of visual aids in presentation. Finally, to conclude Part 1, **Chapter 6** discusses strategies that enhance the power and effectiveness of the presentation.



## Chapter

# 1

## Knowing Your Target Audience

Knowing the target audience is one of the key elements when preparing a presentation. Analyzing the target audience and anticipating their reactions allows you to understand how to organize the presentation better and adjust to audience needs if necessary. In doing so, you have to accurately analyze the target audience to capture the audience's attention and ensure the audience forms interpretations in your favor.

Different audiences have different agendas and interests. Moreover, each audience is unique in demographic and psychographic composition. Take the next occasion as an example:

Nathan bought a mobile phone, which cost him \$5,500, after getting his \$10,000 salary at the end of the month. To not be patronized by his frugal mother, Nathan told her, *"You know, it only costs me \$5,000 something. It is not that expensive actually. The most expensive one on the market is priced at \$6,500."*

However, when speaking to his materialistic friends, Nathan exclaims excitedly, *"This is one of the most expensive masterpieces in the current market; it cost me nearly \$6,000!"*



Even though Nathan was talking about the same occurrence, he tailored his message according to the demographic and psychographic profile of the people he encountered. So, to get the audience in tune with your intended meaning, you have to research and anticipate their attributes or demographic data to adapt the angle of your presentation.

When preparing a presentation, you should consider the target audience in terms of (A) size, formality, and background and (B) culture and norms.

### A. Size, Formality, and Background

The size of the audience determines your presentation style. With a small, informal group or an easy-going audience, the speakers might make the presentations casually without audio or video devices. Even if the presentations are blended with numerous games or jokes, it could be appropriate. However, if you are presenting to a large group of well-known professionals, you should give meaningful presentations aimed at their interests. For example, business professionals care about profits and costs; medical doctors care about effects and recovery rates.

The following video clip is an example of knowing your target audience and tailoring your presentation to arouse their interest.  01

### Commentary Notes

The group presented their business plan to a relatively large audience, including renowned business leaders, professionals, and colleagues, in a competition for innovative business proposals. The primary concerns of the business sector are invariably costs, profits, and the innovation brought to society and human beings. Consequently, the group highlighted time, money, and environmental impact in their speech.