

How to give a talk in English

If English is not your first language
Seven Simple Tips



Presentations and talks in English can be daunting. Not only do you have all the challenges of giving a great talk, but also you have to cope with the language. This practical advice is based on 10+ years helping international executives give great presentations in English

1. Start With A Great Talk

It's much easier to give a deliver a talk that's prepared well. Stick to a few big ideas, give yourself a clear structure and pace your arguments properly. Build your talk around the questions the audience want answered.

2. Adopt The Language Of Great Speakers

Start with powerful language. Active verbs, short words and short sentences are your building blocks for a great talk.

When you add contrasts (*buy or sell*), triplets (*yesterday, today and tomorrow*) and puzzles (*So, what is the best strategy?*) you begin to use techniques that the most impressive speakers use.

Then, your stories will make your talk stand out. We remember stories that are personal and vivid.

3. Use The Right Sort Of English

Don't worry about not using sophisticated language. The best speakers use the clearest simplest words. If you use clear words, delivered powerfully, you can be as authoritative as anyone.

4. Polish Your Performance

A good talk then relies on good performance. The basics to get right every time include:

- **Be Clear** – get your pace, pronunciation and rhythm right
- **Show Energy** – keep your audience engaged
- **Pause** – plenty and often
- **Eye contact** – as much steady contact as possible
- **Rehearse** – the best speakers are well rehearsed

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5. Avoid The Mistakes Others Make

Typical faults we see that spoil the effect are: verbatim translations; lack of passion; monotone voice; nervousness; weak delivery; overly complex; lack of practice. All of this can be avoided by working with our experts.

6. Use A Checklist

To know if your talk will get the impact you want, adopt a checklist. Score yourself against these 10 tests.

Objective: Have you stated the purpose of your talk in one line?

Structure: Is your flow easy to follow?

Message: Have you a single simple message to get across?

Delivery: Are you excited, passionate, and clear?

Engagement: Do you make an impact within 10 seconds?

Visual Aids: Are they really visual aids?

Story Telling: Have you used lots of examples and stories?

Take Away Test: What will they say about your talk?

Focus: Is it all about the audience rather than about you?

Practice: Have you practiced enough? Is it perfect?

YOUR TOTAL SCORE

/10

7. Transform Yourself

Be sure you make the right impact. To be fully prepared for a confident performance, call us. Use our team of presentation experts to polish your talk. Get it right first time.