**SAMPLE TESTS FOR CONTINUOUS ASSESSMENT**

**“EFFECTIVE PRESENTATIONS TECHNIQUES”**

**1-26 80 03 “Business Administration”**

**STEPS 1 – 3**

* Prepare and present the “finish” of a presentation, typical of your work or study situation. Include any phrases you want to learn. Use the present perfect in your summary. Make sure you give a clear logical conclusion.
* Using a combination of “jump start” techniques is simple and very effective. Revise your Step 1 “start” and include a combination of “jump start” techniques. Now present your “start”.
* Revise your Step 1 “finish” and include a “finish with a bang”. Now present your “finish”.
* Write your own checklist for the use of visual information in presentations.
* Prepare three visual aids from a presentation that you could give in your work or study situation. Make a clear transition from one slide to the next. When you are ready, present your visual information.
* Prepare a point in a presentation or take a point from your Step 2 presentation. Illustrate your point by using one or more unusual visual aids that can add power to your content. Take a risk! When you are fully prepared, stand up and present your point with the visual aid(s).
* Prepare a graph or use a work presentation graph that has a lot of trend information. Present this, using a wide variety of vocabulary but also giving a clear message from the graph.
* Look at the brief for the full presentation for Step 3. Prepare two charts that you could use for this brief, depicting change and a timeline. Present these: following the procedure you practiced in E, giving a clear message for both charts, making a clear transition from one chart to the next, using a good variety of vocabulary, describing your timelines accurately and confidently.

**STEP 4**

* Choose a topic from your Step 3 presentation and write three examples of repetition. Present them, using variation in stress and pace (speed). When you want to emphasize a point, use a slower pace.
* Develop a mantra for your Step 1, Step 2 and / or Step 3 presentations.
* Prepare one point from a presentation. Incorporate three rhetorical questions. Then present your point, using a rising tone at the end of the rhetorical questions.
* Write three examples for your Step 3 presentation. The last element in a list is often the most important one. Present these, stressing the last point in your list. Use pacing and pausing.
* Read the brief for the Step 4 presentation. Write three comparisons for one of the Step 4 presentation subjects. Present them using stress and appropriate pace.
* Write three statements including dramatic use of opposites for one of the Step 4 presentation subjects. Present them, stressing the words that are opposites and using appropriate pace.
* The written statements below are taken from an Annual Report. Work with a partner and make the statements more interesting and dramatic for a spoken presentation. Incorporate techniques from Step 4, changing the written style to a speaking style. Have fun with the exercise.

**The Global Group took another major step forward last year. As a specialist in telecommunications we have moved into a new league with sales up by 23 per cent to €2.135 billion.**

**We have continued to strengthen our leading market positions all over the world. This positive progress is due to a number of reasons. Global has:**

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* + **made further inroads into the markets of Asia, Latin America and the Middle East**

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* + **successfully integrated newly acquired businesses into our own operations, with positive synergetic effects**

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* + **taken further action to restructure operations and cut costs**

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* + **initiated efficiency drives in the mobile phone products sector**

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* + **improved teamwork within the Global Group and with customers and suppliers under the “Year of Sales” initiative, and increased our capacity for innovation.**

**Increasingly, our employees operate internationally and in international teams. Last year, we were faced with the particular challenge of integrating various newly acquired companies with the Global Group and of creating new organizational units. In the “Year of Sales”, we formed a number of additional interdisciplinary and cross-border project teams. For example, the Mobile Phone products business sector launched its “Global Management Associates” project in which teams with employees from different countries jointly analyse work processes and develop best practice guidelines.**

**We are continuing to concentrate on superior products and solutions which set us apart from the rest of the competition. Our efforts remain geared towards strengthening our market potential through innovation, increasing our attractiveness to end consumers and trade alike, and identifying opportunities for expansion. We are well equipped to achieve sustained growth in both sales and earnings. Our objective for next year is to pass the €5 billion mark in sales revenue.**

**STEP 5**

* Prepare to describe the features and benefits of a product or service, using as many of the Yale 12 and the other power words as possible. Present this.
* Find a metaphor / analogy to describe an aspect of your work or area of study to a group of non-specialists. Develop this. Present this.
* Choose a subject from the brief for Step 5 presentation and a story: “Music History”, “The Fox and The Grapes”, “Failure Produces Success”. Check pronunciation and practice telling a story in your own words. Link the story to your presentation. Present the story and the link.
* Get some newspapers, magazines and newsletters. Find an interesting article that is relevant to one of the Step 5 presentation subjects. Relate the anecdote in your own words and link it to the Step 5 presentation. Present this.
* Relate a personal anecdote about something funny, dangerous or interesting that happened to you and / or says something about you. Your targets are to limit the anecdote to one minute, to speak fluently and to eliminate verbal garbage.

**STEP 6**

* Prepare an item from a presentation and address different representational systems. Present this.
* Prepare an item from a presentation and address different intelligences. Present this.