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## Presentation と Speech

	Advantage	Disadvantage
Speech	1. Exact record 2. Timing easier 3. more confidence 4 Just read! No breakdown 5 proofread. Correct grammar	1 one way communication 2 monotone 3 not flexible 4 no eye contact 5 formal English. Long sentences. Difficult vocabulary
Presentation	1 two way(talk and look at, reflect) 2 more interesting information 3 flexible 4 good eye contact 5 simple English. Easy vocabulary	1 no exact record 2 timing is difficult. Too long, too short 3 less confidence perhaps 4 danger! Bleak mind 5 incorrect grammar

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## KEY WORDS

プレゼンテーションを覚えこむのではない... 不自然な話し方  
 キーワードを利用する... 簡単で効果的

### キーワードの選択

キーワードを書き出す; どのワードがいいたいことがわかってもらえるか  
 どのワードが自分で内容を連想できるか  
 事実, 名詞, シンボルなど

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## AUDIENCE ANALYSIS

### A. Audience Size and Composition

1. Estimate how many people will attend.
2. Consider whether they have some political, religious, professional, or other affiliation in common.
3. Analyze the mix of men and women, age ranges, socioeconomic and ethnic groups, occupations, and geographic regions represented.

### B. Probable Audience Reaction

1. Analyze why audience members are attending the speech or presentation
2. Determine the audience's general attitude towards the topic.
  - a. Decide whether the audience is very interested, moderately interested, or unconcerned.
  - b. Review how the audience has reacted to similar issues in the past.
  - c. Determine which facets of the subject are most likely to appeal to the audience.
  - d. Decide whether portions of your message will create problems for any members of the audience.
3. Analyze the mood that people will be in when you speak to them: tired from listening to other presentations like yours or fresh because your presentation comes early in the agenda, interested in hearing a unique presentation, restless from sitting too long in one position and needing a minute to stretch.
4. Figure out which sort of backup information will most impress the audience: technical data, statistical comparisons, cost figures, historical information, generalizations, demonstrations, samples, and so on.
5. Predict audience response
  - a. List ways that the audience will benefit from your message.
  - b. Formulate an idea of the desirable audience reaction and the best possible result (what you want the audience to believe or do afterward).
  - c. Anticipate possible objections or questions.
  - d. Analyze the worst thing that might happen and how you might respond.

### C. Level of Audience Understanding

1. Determine whether the audience already knows something about the subject.
  - a. Analyze whether everybody has about the same amount of knowledge
  - b. Consider whether the audience is familiar with your vocabulary
2. Estimate whether everybody is equally capable of understanding the message
3. Decide what background information the audience will need to understand the subject.

4. Think about the mix of general concepts and specific details you will need to explain
5. Consider whether the subject involves routine, recurring information or an unfamiliar topic.

#### **D. Audience Relationship with the Speaker**

1. Analyze how this audience usually reacts to speakers
2. Determine whether the audience is likely to be friendly, open-minded, or hostile towards your purpose in making the speech or presentation
3. Decide how the audience is likely to respond to you
  - a. Analyze how this audience usually reacts to speakers
  - b. Think about your past interactions with the audience
  - c. Consider your relative status
  - d. Consider whether the audience has any biases that might work against you
  - e. Take into account the audience's probable attitude towards the organization you present.
4. Decide which aspects of your background are most likely to build credibility.

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#### **Introduction**

聴衆の興味をつかむ，聴講に集中させる  
バックグラウンドや展開を提示する

#### **(1/4) OPENING REMARKS**

- 1) 誰にも紹介されなかったら自分で

EX) Good morning. My name is David Brown. I work for Hi-Tech Corporation. I'm a computer software designer and for the past five years my team has been working on software for networking. I'm very pleased to have this opportunity to explain to you about networking and its possibilities. In your company, you may have many departments with different computer systems, that are not really integrated well. My objective this morning is to .....

- 2) 誰かに紹介されたら御礼から

EX) Thank you for the introduction Dr. Price. Good afternoon ladies and gentlemen. I'm happy to be here and have the chance to inform you of some exciting new developments in the field of ....

#### **3) USEFUL EXPRESSIONS**

I'd like to introduce myself. My name is ... and I'm from ...

Let me introduce myself. My name is ... and I'm from ...

I'd like to introduce ...

May I introduce ...

Let me introduce ...

I'm very pleased to be able to introduce ....

It's my privilege today to introduce ...

It's an honor for me to introduce ...

- 4) 司会者

EX) Right then ladies and gentlemen, let's start. Our guest this morning is Tetsuo Watanabe. Mr. Watanabe works for Toshiba Corporation in its Nuclear Power Division. Toshiba has been constructing nuclear power plants for thirty years. Mr. Watanabe is a mechanical engineer and is involved in designing sophisticated cooling systems. The title of his presentation this morning is 'Cooling systems for the next century'. Please give Mr. Watanabe a big hand.

#### **(2/4) ATTENTION GETTER**

プレゼンテーションの最初に聴衆の関心を引く

ほとんどの人はすばやく，すぐに，100%集中すべきか否かを判断する

5つのテクニックがある

- 1) RHETORICAL QUESTIONS

聴衆に質問する，5.6秒の間を取って，答えをいう

プレゼンテーションの途中でも使える

聴衆に考えさせるので，ただ聞かされるより効果的

EX) Have you ever driven an electric car? The answer is probably no. Have you ever seen an electric car? Again your answer is probably no. In some parts of Europe people will answer yes to these questions. This morning I'm going to explain the advantages and specifications of one electric car.

- 2) STORY TECHNIQUE

個人的体験や最近のニュースからのストーリー

目的に関係深いもの  
時間に注意：長話はだめ

EX) My apartment is near a busy road. The cars make a lot of noise. At the moment many car companies are developing quiet electric cars. This morning, I'd like to explain what some European companies have been developing, which could solve the problems of noisy cars.

3) HUMOR

適切な状況なら効果的

ユーモアは文化に密接に関係しているので、必ずウケル確信が持てたら

4) STATEMENTS

良く知られた人物や社長などからの引用を使って、特定の情報に向けて行く

最後に、ショックを与え、こちらに集中するように自分の見解を述べる

5) SHOW THEM SOMETHING

商品を見せる

これらのいくつかを組み合わせてもいい

自身のオリジナリティが大切

**(3/4) PURPOSE SENTENCE**

見解を明らかにする

何を話すかだけでなく、できれば、どんな利益が得られるかを示す

1) 例文

My purpose this morning is to .....

My objective today is to .....

My main aim this morning is to ...

I'm here today to ....

What I want to this afternoon is to ...

What I want to do today is to ...

2) 聴衆に応じて特定する

1. Audience: potential customers

My purpose is to introduce our new laptop computer, the T3800X and explain how you can benefit from its advanced features.

2. Audience: sales representatives

My objective this afternoon is to analyze the market for 21" color TV's and explain how we can increase our share of the market.

3. Audience: potential new employee

What I want to do today is to explain why I think the Medical Systems Division offers good engineers and exciting challenging career.

4. Audience: engineers

My main aim this morning is to explain to you how to go about filing patent applications which can make you more than \$10,000 a year.

**(4/4) OVERVIEW**

1) 聴衆にプレゼンテーションの基本構造とそのロジックを知らせる

OHP を使うなら、transparency は大きな太い文字で

普通のプレゼンテーションは、2, 3, 4 くらいの部分からなる

EX) OVERVIEW

1 MARKET

2 PROBLEMS

3 SOLUTION

I have divided my presentation into three. To start with I want to examine recent trends in the market; looking closely at our performance compared to our major competitors. Secondly, I shall go over the most significant problems which causes our market share to fall. Finally, I will explain to you our new strategy, which will improve our competitiveness and market share.

2) 役に立つ言い回し

Firstly

I'd like to quickly go over

To start up with

I want to look closely at

First of all

I shall be presenting

Next

I am going to explain

Secondly

I shall briefly consider

Thirdly

I will closely examine

After this

I want to discuss

Then

I'd like to analyze

Finally

I'll review

### 3) transparency question words を用いる技法

EX) OVERVIEW

1 WHAT

2 WHY

3 HOW

My presentation consists of three parts. Firstly, I will explain what happened in the market; paying closely attention to our performance. Next, I want to answer the question, why did our market share decline. Finally, and most importantly I shall present to you our new strategy, which will win back market share for us.

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### THE OUTLINE FORM

考えを論理的に組織化する

A

1

a

b

c

B

1

2

A

B

A

B

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### Body

キーワードを使いながら，論文の主要部分を説明する

短い文章を使う

自分の言葉でしゃべる

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### 数値データ

図表の数字は，一枚あたり最大で 25-35

もっとも必要な数字のみ

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### 効果的に終わるために

#### (1/3) Summary

1) main point を簡単に振り返り再指摘する

良く設計された 1 枚のシートを利用

2) 言い回しの例

To sum up them...

To summarize my main point. ...

Now I'd like to go over the major point.

At this stage I'd briefly like to run through the key points.

To recapitulate them

Let me now sum up.

Let me now just quickly recap.

So, as we've seen in this presentation today,

Now, I'd like to summarize the main points.

The key message of my presentation is two-fold. First, ... Secondly, ....

I'd like to repeat the key points of my presentation.

Briefly, I should like to stress again the main points.

3) トピックを繰り返すのではなく、主なポイントだけ

概要を繰り返すのではない

短く, main point のみ

### **(2/3) Conclusion**

1) コンクリーションは、追加したコメント or ステートメント

2) a short easy-to-remember dynamic statement

(a short sentence; easy, simple, can remember)

この手法 = SAM(Simple and memorable)

EXAMPLE: I'd like to finish by asking all of you to remember that the success of our business over the next three years depends on meeting and satisfying customers who are struggling in this recession. Our customers are now extremely cost conscious. I would like all of you to remember one thing "price is the key". If we don't compete on price successfully, we will be out of business within a few years. I would like each of you to return to your department and make a plan which will reduce our costs without effecting our production totals.

3) 言い回しの例

I'd like to conclude

I'd like to finish

Let me end

Finally

In closing

In conclusion

### **(3/3) Closing remarks**

1) 次の3つの事項を述べる

1 Thank the audience

2 Give out copies of transparencies and written documents

3 Invite the audience to ask questions

Ex1) Thank you for your attention, and if there are any questions, I'd be happy to answer them. (Please pass out these sheets.)

Ex2) Thank you for your {listening, attention}. Do you have any questions or opinions ?

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### **Internal Summary**

プレゼンテーションの途中で、覚えておいてほしい主要点を、明らかに示す努力

主要セクションの終わり、一枚のシートの説明の終わり、などで

短く、はっきりと

Briefly, ....

In short, ...

In a sentence, ...

In a nutshell, ...

To put it in a simple sentence, ....

To put it briefly, ...

To put it simply, ...

Here, I'd like to stress ...

I'd like you to understand ...

Please note, ...

The fact is that ...

The point to remember is ...

The point to retain is ...

The key points are ...

The main point I'd like to remember is ...

The significant factors to recognize are ...

What I'm getting at is ...

What I'm trying to emphasize is ...

What I want to bring to your attention is ...

Please keep in mind is following ...

Don't forget the following, ...

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### **Transition Sentences**

Ex1) "Let's look at my first point, what is intellectual property."

Ex2) "I've shown you the difference between a patent and copyright. Next, let's look at my second point, patents in Toshiba."

Ex3) "How do you file a patent? The next chart shows the system for filing patents in Toshiba."

Ex4) "Let's take a look at my last point, the difference between patents in the U.S. and Japan"

#### 1) イントロの終わり

Let's go back to my first part, the market.

#### 2) 第1節の始まり

First of all, let's examine our performance over the last three years.

Let's start out with a look at the current situation in the PC market.

Let me start off by showing you where we stand in terms of price competitiveness.

I want to begin by analyzing what has happened in the market over the last five years.

I'll begin by briefly covering the main points about our recent performance.

Now, I'd like to start with part one, the market.

I'd now like to go on to examine why we succeeded in this market.

As I said in the overview, the first topic I shall consider is our recent performance.

#### 3) 次へ

Now let's turn our attention to the cost of the new plan.

Now let's turn our attention to our new sales plan.

Now, I will proceed to the next topic, our strategy for success in the late 90's.

Let's move on to and go over our sales performance in the year.

Next, we come to the possible options open to us.

This brings up the question of what action we should take.

#### 3) 次へ (疑問形)

What is the best course of action for Toshiba to do?

How can we improve our market share?

What should Toshiba do?

Why must we change our strategy?

#### 4) 節の終わり

That's all I want to say about prices.

So far, we have reviewed the problems of the T-3100.

I have just gone over the present market situation.

That deals with the main points about the market and its trends

So that, then, is the situation we are facing.

#### 5)

Now that I have covered the problems we have faced, I'd like to explain to you how we are going overcome them.

Up to here, we have looked at our recent performance in the market. Now, I would like to present a plan which will greatly improve our performance.

#### 6)

This covers the major problem areas and naturally brings us to the question of how we are going to deal with them.

Those are the problems. What are the solutions?

Sales are down on last year. How can we explain this?

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**さらに成功するために：具体的な情報**

1) **specific information** (意味が大きな単語より特定の意味をもつ単語)

名称, 数値, 型番

2) **positive words** (肯定的な修飾語)

短い文をつなげて良い

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**ジェスチャー：Body Language**

自然な会話から強調するためのジェスチャー

× ポケットに入れる

× 後ろに組む = 居心地悪そう

× 腕組み = 防御的

× 番頭 (手を前下)

× 神経質そうにこねくりまわす

× 肘を押さえる

しゃべるままに手を動かす

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### 信頼性を獲得するためのキーファクター

speaker credibility を確立する（懷疑や疑問でなく，信用や信頼）

- 1) **Authority**（知識，力，影響をもつ） 知識，評判
- 2) **Good sense**（公正，開放的） 道德的，倫理的な姿勢
- 3) **Good character**（信用できる，適切） 誠実で俗でない
- 4) **Good will**（信頼関係） 共通の基盤，長年の関係
- 5) **Dynamism**（話術や即興性）

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### プレゼンテーションを行うための実用的な事項

#### (1/3) **Before the presentation: preparation**

十分な準備

##### 第 1 段：Focusing

効果的に準備できるような十分な時間を取る

目的を明らかにする（話題を絞る，目的を明らかに）

聴衆の想定

聴衆の反応の想定し，概要を直接的に述べるか，注意深く論理的に述べるかなど考える

##### 第 2 段：Building

題材の収集・選択（範囲を明らかにする）

重要でない材料は削除

何を説明したいかはっきりさせておく（聴衆に説明する前に自分を納得できるか）

キーポイント（複数）を決める

キーポイントを自然な順序に並べる，中心となるポイントへの話の順序を考える

キーポイントの順序を記憶する，声に出してメモを見ないで話す練習

visual aid を利用する準備

##### 第 3 段：Polishing

structure の最終決定（論理，展開）

良い beginning を考える（聴衆の関心をつかむ）

ポイントやメッセージの発信方法の練習

それぞれのポイントを補助する，最小限の不可情報をメモする

visual aid を仕上げる（visual aid への導入方法を練習「この表をご覧ください」など）

それぞれの部分の長さや時間をチェック

メモを書き下ろし時間順に並べる

visual aid とともにポイントをリハーサル

ハードウェアのチェック（すばやく利用できるように）

場所の下見

#### (2/3) **During the presentation**

マンネリにならないように 外見と声質が重要

適切な introduction か？

用語は簡単に説明して

最初から聴衆の反応に敏感に，注意深く聴衆を導く

overview で structure を紹介

structure のどの段階かを知らせる．Section を終えて次の section への移動を知らせる

しゃべり過ぎない，複雑にしない

visual aid を楽しんで使う（近くに立ってしっかり指し示す）

すばやく論理的に展開する

メモはすばやく見て頻繁に見ない，頼り過ぎない

キーのメッセージとなるすべてのポイントは，はっきりと効果的に

キーメッセージをまとめる

効果的に終了する 肯定的で記憶に残る言葉で終了する

#### (3/3) **After the presentation: questions and answers**

聴衆が直接参加できる部分

少し聴衆に近づく

少しリラックスする

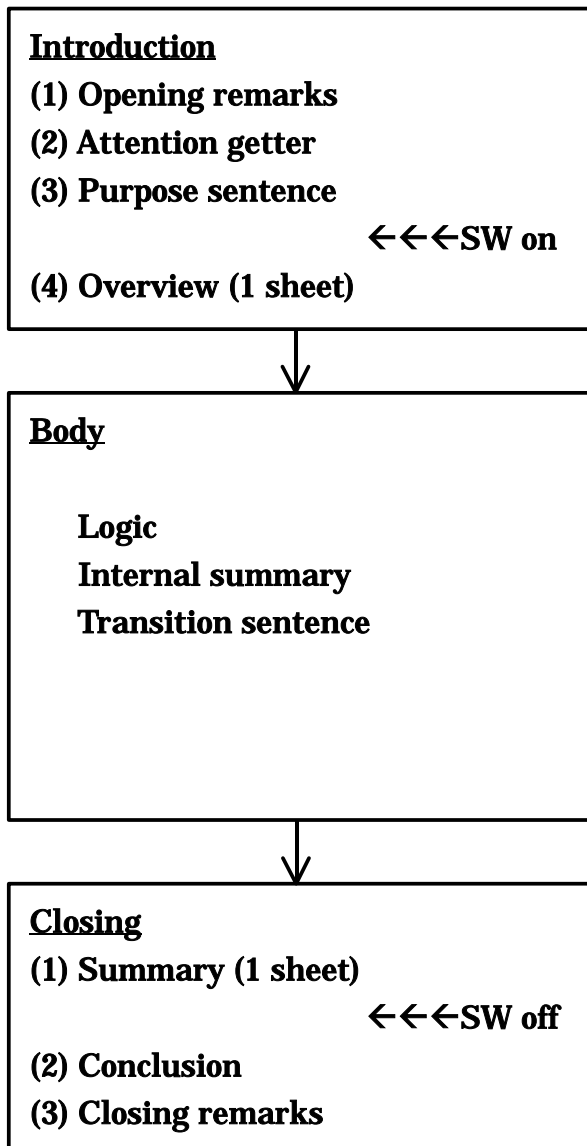
質問を注意深く聞く，はっきりしなければ繰り返す

単純に簡潔に答える，トラブルを招かない

直前のプレゼンテーションを引用，補完し強化する

感情的にならない，批評に謙虚に

結論を述べて（Q&A から必要なら追加して）終了



Introduction

- attention getter
- 目的
- 概要

Body

- 姿勢
- アイコンタクト
- 声のレベル（大きさ / 柔らかさ）
- はっきりさ（発音 / 発声）
- イントネーション
- ペース

Closing

- summary
- conclusion
- closing remarks

Presentation Flow