

Scope and Sequence

Unit	Title	Listening	Organization	Language Focus	Video Lesson	Expert View	Presentation Task
 1	The Foundation to Presentations <i>page 10</i>	How does the speaker convince you?	Different speeches have different styles	Connecting with your audience	The history of persuasion	How Lewis convinces the audience to trust him.	Mapping my persuasion
 2	Sell! Sell! Sell! <i>page 18</i>	Going with the flow	Brainstorming magic	Directing the audience	IELTS: The gateway to learning	Anny knows how to keep the audience engaged.	My MVP
 3	Developing a Message <i>page 26</i>	Attention please!	Mapping out a speech	Grabbing attention	Branding for life	Fred's tips for storytelling	My favorite store
 4	Delivering Your Message <i>page 34</i>	Making it personal	Where the story goes	The sum of all the parts	Helping spread love	According to Desmond ...	Connecting your topic to your life
 5	Making It Visual <i>page 44</i>	Talking about data	Brainstorming and outlining	Highlighting differences	Grabbing attention with visual aids	Fred's secret to tough data	Trending upwards
 6	Summing Up <i>page 54</i>	Ending remarks	Ending with style	How to say goodbye	Searching this	How to shut it down with Regine Lee	Stating your feelings
 7	Teamwork <i>page 62</i>	Teamwork needs work	Who says what	Tag, you're it.	Forming a winning team	How to work with others the best according to Lewis	<i>Pecha Kucha</i>
 8	Questions and Answers <i>page 70</i>	How to answer questions	How to structure your response	How to make an answer sandwich	Interviewing a star	How to handle tough questions	Role play
Glossary <i>page 78</i>			Appendices <i>page 83</i>		Listening Script <i>page 90</i>		



Developing a Message

Warm-up Shopping time

A Look at the list below. How many do you know? How many operate stores in your country? If they don't operate in your country, can you think of similar stores that do?

Top Ten Popular Stores in the U.S.	
1. Walmart	2. McDonald's
3. Starbucks	4. Walgreens Pharmacy
5. Subway	6. 7-11
7. CVS Pharmacy	8. Target
9. Dunkin' Donuts	10. Dollar Tree

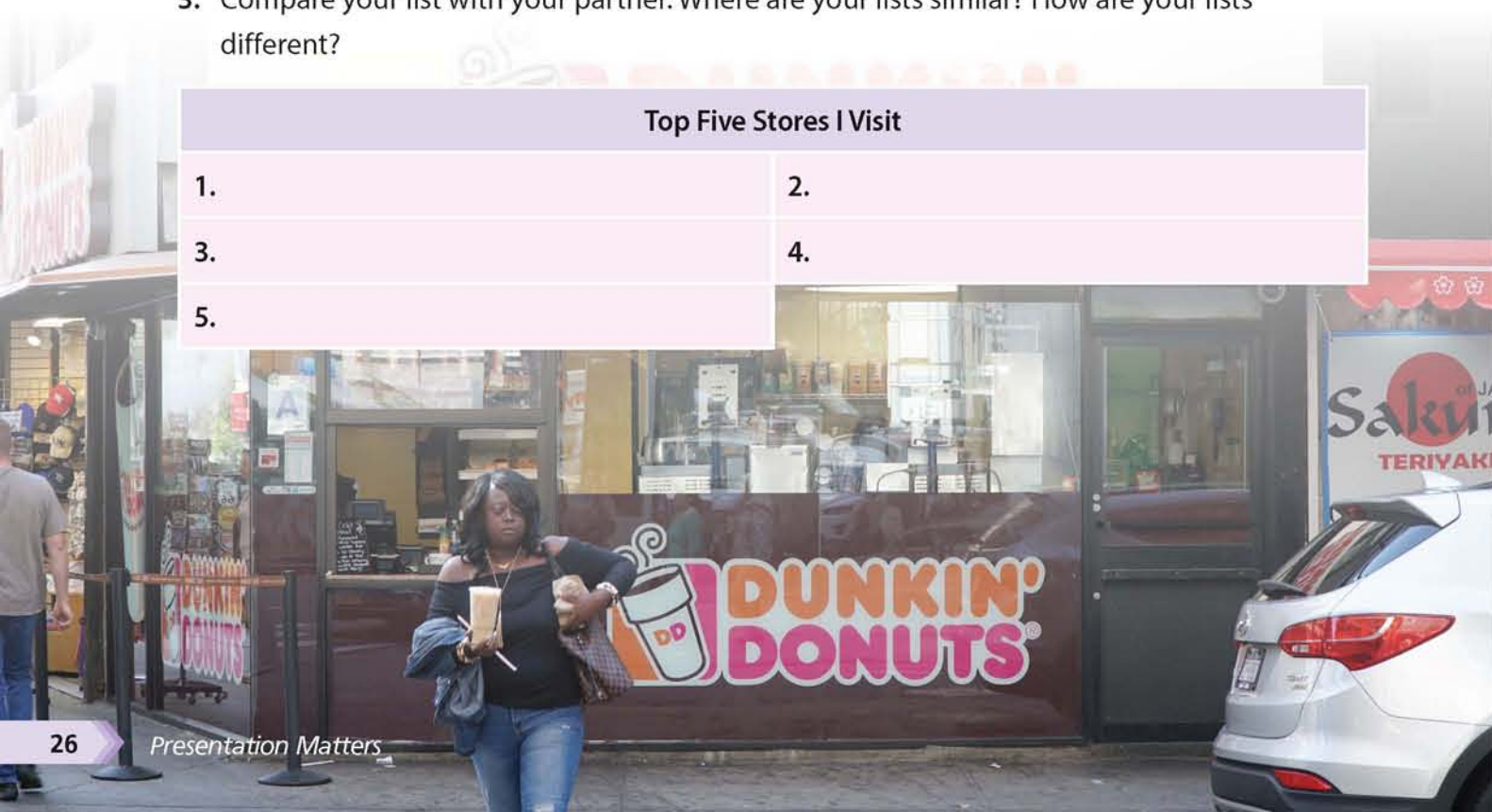
B Work with a partner. Discuss the following questions.

1. Is there any store on this list that surprises you? Why?
2. Is there any store that is not on the list that surprises you? Why?

C Write a list of the top five stores you visit regularly. Answer the following questions.

1. Why do you visit them so often?
2. What do you buy there?
3. Compare your list with your partner. Where are your lists similar? How are your lists different?

Top Five Stores I Visit	
1.	2.
3.	4.
5.	



Listening Attention please!

In Unit 2, we learned about the importance of presentation structure, so your audience can easily follow the development of your ideas. In the two examples we looked at, the presentations began with "Good morning, everyone. It's a great pleasure to be here today" and "Good morning and welcome to my presentation." These are both very standard ways to open a talk, but they are certainly not the only ways to begin.

When you begin a presentation, whether at a business gathering or in a classroom, you want to make a connection with your audience as quickly as possible. Sometimes a standard opening may not always be the best approach.

A Listen to the pairs below. Check the one opening from each pair that you feel would be the most successful connecting with the audience.

1. a. Let me begin with a question. Did you know that a typical company wastes up to 15% of its overall budget on office supplies?
 b. Hi! I'm Mia Stoller and I want to introduce you to BizMax's new office products for 2022.
2. a. When you enter the front doors of India's Chef, be prepared to enter a magical land of exotic smells and tastes.
 b. I decided to open my new restaurant, India's Chef, so everyone could experience how healthy and delicious Indian food really is.
3. a. Lutton's Furniture in Eastland Mall has the best selection of furniture for your home in all of Chicago.
 b. I have been designing fine furniture for over forty years, so you can trust me when I say that Lutton's Furniture has the highest quality designs in all of Chicago.
4. a. Since I joined the Health Exchange about six months ago, I've lost 30 pounds and 4 inches from my waist; plus, I've gained a handsome new boyfriend as well.
 b. The Health Exchange is the newest gym in town and offers everything you need to get in shape fast.
5. a. Hart's Jewelers on the town square offers a great selection of jewelry for just about any occasion.
 b. Gentlemen, let me tell you a secret. The best way to touch a woman's heart is with a gift from Hart's Jewelers.

B Work with a partner. Compare your choices with your partner and see if you agree. If any of your choices are different, discuss why.

C Now look at the Warm-up activity on page 26. Choose any three of the stores from your list of top-5 stores and write an alternative, non-standard opening line for possible introductions to these three businesses. Remember, your mission is to establish a connection with your audience. When you finish, share with your partner.

Audience: _____

Store	Opening Line

Organization Mapping out a speech

A Listen to the presentation and complete the outline below.

- Main idea: _____
- 1st supporting idea: _____
Details: _____
- 2nd supporting idea: _____
Details: _____
- 3rd supporting idea: _____
Details: _____
- Conclusion: _____

B Notice any problems? Look at your outline and see if you can find two organizational errors in the presentation. Discuss them with a partner.

- _____
- _____

C What does the speaker do to establish a connection with his audience?

Presentation Tip

Stand still, but not like a statue. If you are rocking back and forth or making lots of small little movements, people will think that you are nervous, and people do not usually trust nervous people.

Language Focus Grabbing attention

Hook the audience! Command the stage! Grab their ears and eyes! Make them sit-up and pay attention! Make them laugh with you and you have them!

So many books tell us that to be a great speaker we have to be loud and in charge. While it is important to be heard, there are many ways to grab the audience and make them listen to you. You should not have to scream or bring **props**. Instead, there are different ways that may work better for you. The following are some typical attention-grabbing devices (AGD).

Humor

Telling jokes is one way to grab the audience's attention, but it is a **risky** AGD. A **rule of thumb** for telling a joke is to never **make fun of** any group of people, i.e. race, gender, class, or career. Instead, **self-deprecation** is the way to go. This AGD will help you become **relatable**, and that will help people connect with you.

Hypothetical questions

This AGD is a way of setting up a question that you are going to answer with your presentation. If done well, these can show the audience that you have taken their worries and concerns into **consideration**. If the questions are bad or strange, people will think you are pushy and are wasting their time.

Narrative presentations

A good speaking device is telling a story. If you can relate the issue or topic of the presentation to something in your life, people will see the **obvious** need and will trust you more.

Shocking statement/statistic

These are AGDs where you "shock" the audience with a big announcement or piece of data. These are a nice way to open a speech, but if it is too dramatic or not shocking enough, you could lose **credibility**.



A Refer to the examples below and write down your own AGD. Then work with a partner and read each other your AGD.

Humor

Have you ever felt like your entire life is just a big school exam? I sure have, and I'm quite certain that I didn't study for it.

Hypothetical question

Have you ever wondered how you can sleep better at night?

Narrative

I had a terrible day last year. I forgot to charge my phone, so it died. That meant the next morning no alarm went off to wake me up, which meant I was late to work. My boss was super angry and yelled at me for like ten minutes. I tried to tell him about my phone and I realized as I was saying it, that here I was a grown woman trying to say I forgot to charge my phone. I promised myself that I would never have to look so foolish again.

Shocking statement

Tonight 12,000 children will go to bed hungry. Do not waste food.

B Listen to your partner's AGD. Rate them on a scale of 1 (very weak) to 5 (very strong).

Item	Partner's AGD			
	Humor	Hypothetical question	Narrative	Shocking statement
Score				

Video Lesson Branding for life



Watch the video about how Howard Schultz came to run Starbucks. Then decide if the following statements are True or False. Correct the false information.

- Howard Schultz bought Starbucks in 1971.
True / False _____
- Schultz enjoyed his first cup of coffee at Starbucks so much that he decided he wanted to run the company.
True / False _____
- When Schultz took over management of the company, it only had 19 stores and 200 employees.
True / False _____
- Customers enjoyed being able to customize their drinks as well as feeling the relaxing atmosphere.
True / False _____
- Now there are almost 1,000 Starbucks coffee shops worldwide.
True / False _____



Presentation Checklist

A Provide feedback on the Howard Shultz and Starbucks presentation. How well do you feel they performed? Give each topic a score from 1–5.

1. The presentation has a clear sense of purpose. _____
2. The structure of the presentation seems clear and easy to follow. _____
3. The speaker has a clear understanding of the topic. _____
4. The speaker provides enough content and examples for the audience. _____
5. The speaker's information makes me want to continue listening. _____
6. Your score for the presentation _____

Total score _____ /30

B Compare your score with a classmate's score. See where you agreed and disagreed. Discuss with each other, then with the class.

Expert View Fred's tips for storytelling

“ Stories—apart from being funny and sensational—are better if they are real. Even more, it is important to think about the significance of the stories and how relatable they are to the audience, because only then they will care and that's when they will be engaged. ”



Presentation Task My Favorite Store

A Listen to a talk. Then answer the questions below.

1. How does the speaker try to make a connection with her audience?
2. What is the strongest impression she tries to communicate?
3. Does the speaker try to convince you by using facts, feelings, or expert information?

B Think about your favorite store. In the space below, write down your opinions about this place and its importance to you.

My favorite store is:

Reasons:

C Put your ideas to the format below, adjusting where needed. Start by trying to connect with your audience, using one of the ways introduced in the unit.

1. Main idea: _____
2. 1st supporting idea: _____
Details: _____
3. 2nd supporting idea: _____
Details: _____
4. 3rd supporting idea: _____
Details: _____
5. Conclusion: _____

D Work in pairs. Practice presenting your speech to your partner and listening to his/her presentation. Using the presentation checklist on page 83, give feedback to each other. Then switch partners. Continue doing this several times, trying to make each presentation smoother than the last.

