

PREZENTACJE

BIZNESOWE PO ANGIELSKU



gettinenglish

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1. WSTĘP - PODSTAWOWE ZWROTY

Powitanie uczestników i przedstawianie się

- May I have your attention, please?
- First of all, let me thank you all for coming here today.
- Thank you all for being here today.
- I'm glad that so many of you could make it / come here today.
- I'm delighted to be with you here today.
- It's good to see you all here.
- It's a pleasure to welcome you today.
- Thank you for inviting me to speak to you today.



Struktura prezentacji

- I'm here to talk about our latest product range.
- Let me just outline what I'll be discussing today.
- This presentation is structured as follows.
- The talk consists of three main parts.
- I'll be focusing on four major areas.
- There are two main points I'd like to make.

-
- For those of you who don't know me, my name is Peter Brown.
 - Let me introduce myself. I'm Sara Smith and I'm the chief accountant.
 - I am head of the purchasing department here at ProMax.
 - I'm in charge of sales in Poland.

Określenie celu i tematu prezentacji

- As you can see on the screen, our topic today is word-of-mouth marketing.
- My presentation will be relevant to those of you who are interested in customer acquisition process.
- The aim / purpose of this presentation is to provide an insight into the causes of high staff turnover.

Inspiracja

Chcesz poznać więcej praktycznych wyrażen, które będziesz mógł przenieść na grunt własnych prezentacji? Zajrzyj na jeden z najpopularniejszych kanałów językowych - **English with Lucy**, gdzie znajdziesz odcinek **Presentation Phrases & Public Speaking Advice** 

- I've divided my presentation into four parts.
- I'd just like to give you some background information on safety procedures.
- Let's get the ball rolling.
- I'll start off by giving you an overview of our current project.
- I'll be showing you how our after-sales service works.

- I'll begin by explaining how we can reduce labour costs.
- I'm going to briefly tell you about the overall changes.
- I'm going to bring you up to date on / with the developments in our company.
- In the first part of my presentation I'll be looking at GDPR in more detail.
- I'll update you on the problems we're facing right now.
- Secondly, I'll give you some details regarding our advertising campaign.
- We're going to take a close look at how to boost performance.
- After that I'll move on to the next point.
- By the end of the presentation you will have a better understanding of our new software.
- Finally, and most importantly, I'll show you our quarterly sales figures.

Czas prezentacji, materiały pomocnicze i pytania

- This part of my presentation will take about ten minutes.
- This meeting will last about half an hour.
- It should take around ten minutes to cover these issues.

.....

- There is no need to take notes. I've put all the data on the handout for you.
- My colleague will pass around copies of my slides in a moment.
- I'll now hand out some booklets / brochures for you. Can you take one and pass them along?
- I'll e-mail the report and files to you by the end of the week.



- Feel free to raise questions at any time during my presentation.
- There will be time for questions after my talk.
- I'll try to deal with your questions in the course of the presentation.
- If you don't mind, I'd like to take questions at the end.
- Let's keep questions till the end of the presentation, shall we?
- There will be a Q&A session after the presentation.

SŁOWNICTWO

make it - dać radę (przyjść)

glad - zadowolony

delighted - zachwycony

chief accountant - główny księgowy

purchasing department - dział zakupów

be in charge of - kierować

word-of-mouth marketing - marketing szeptany

relevant - istotny

customer acquisition - pozyskiwanie klientów

aim / purpose - cel

insight - wgląd

staff turnover - rotacja kadr

outline - przedstawić w skrócie

as follows - jak następuje

focus on - skupiać się na

divide into - podzielić na

background information -

podstawowe informacje

get the ball rolling - rozpoczynać

overview - ogólny zarys

labour costs - koszty pracy

briefly - krótko

overall - całkowity

bring up to date - dostarczać najświeższych informacji

GDPR - ogólne rozporządzenie o ochronie danych (RODO)

face problems - stawiać czoła problemom

boost performance - poprawić wydajność

move on to - przejść do kolejnej rzeczy

cover - omówić

handout - kopia do rozdania

pass around - puszczać w obieg

booklet - broszura

raise questions - zadawać pytania

in the course of - w trakcie

2. GŁÓWNA CZĘŚĆ PREZENTACJI

Rozpoczęcie i rozwinięcie

- Let's begin with the first point / slide.
- I'd like to draw your attention to the first chart, namely our business strategy.
- I'd like to emphasize that our net losses almost doubled.
- The key point here is that we have to build a sales funnel.
- The take-home message here is that all employees want to feel that their efforts are appreciated.
- The lesson we can learn from this is that we need to research the competition.
- This leads directly to the next point, which is customer loyalty.
- Let's dive deep into the most effective marketing tools.
- I'm convinced that we should go ahead with our plans for a new branch in Spain.



-
- Before I move on, let me just sum up what I've said so far.
 - Let's now turn to the next question which is a launch date of the new smartphone.
 - Broadly speaking, we can say that changes are inevitable.
 - As I mentioned before, an effective way to grow a business is to build an email list.
 - When it comes to strategic planning, it is clear that we must take action now.
 - I'll be talking about this in a moment.
 - I know it's a bit of a cliché, but it's true.
 - So much for point three.
 - To return to my earlier point...
 - Would you like me to elaborate on that?
 - As a final point, I'd like to talk about the company's annual revenue.

Przydatne wyrazy łączące

in addition to - oprócz
moreover - ponadto
in spite of / despite - pomimo
consequently - w rezultacie
due to - z powodu
prior to - przed czymś
therefore - zatem / dlatego
in order to - aby / żeby
since - ponieważ / jako że
concerning - w odniesieniu do
however - jednakże
eventually - ostatecznie

Zapamiętaj

Jeśli w trakcie prezentacji chcesz poprosić kogoś o zabranie głosu, możesz zastosować jedno z poniższych wyrażen:

- ✓ **Over to you** - Ty masz teraz głos
- ✓ **Let me hand you over to (Peter)** - przekazuję głos (Piotrowi)
- ✓ **The floor is yours** - oddaję Panu / Pani głos



Przygotuj szkic prezentacji. Napisz w punktach (*bullet points*) główne myśli i zastanów się jak podzieliś treść wystąpienia. Wybierz także kilka zwrotów ze stron 3-5, które chciałbyś zastosować w trakcie prezentacji.



SŁOWNICTWO

draw one's attention to - zwrócić uwagę na
namely - mianowicie
emphasize - podkreślić
net loss - strata netto
sales funnel - lejek sprzedażowy
take-home message - główne przesłanie

lead to - prowadzić do
dive deep - przeanalizować
convinced - przekonany
go ahead with - zacząć coś robić
sum up - podsumować
so far - jak dotąd
launch date - data wypuszczenia (produktu)

broadly speaking - ogólnie mówiąc
inevitable - nieunikniony
take action - podejmować działanie
cliché - truizm / banał
so much for - to tyle, jeśli chodzi o
elaborate - szczegółowo omówić
annual revenue - dochód roczny

3. 5 RZECZY, KTÓRE WARTO WIEDZIEĆ O WYSTĄPIENIACH

Zadanie 1

▶ Obejrzyj na YouTube film *5 Things Every Presenter Needs To Know About People* od Susan Weinschenk i podkreśl poprawne odpowiedzi. 

1. The best length for presentations is 15 / 20 minutes.
2. Complicated data or information to read should be avoided / used .
3. It takes a second / minute to make an unconscious decision.
4. Most presenters should think what / how information is communicated.
5. Recording a voice / video can be particularly useful.
6. The best moment to tell your audience what you want them to do is the end / middle of the talk.

Zadanie 2

Uzupełnij wypowiedzi poniższymi wyrazami.

raise • familiar • revealed • passionate • call • multiple • chunks • enhanced

1. People learn best in 20-minute
2. If you're not with TED talks, you should check it out.
3. Having these channels audio and visual are a positive experience for the audience.
4. Decide if any of your points would be by the use of a visual example of illustration.
5. The research in psychology over the last 15 years has that people process information unconsciously.
6. If you want people to act, you have to them to action.
7. He was trying to funds but he didn't ask for the money at the end of the presentation.
8. If you are about your topic, your audience will be passionate.

Zadanie 3

Uzupełnij brakujące litery.

R _ T _ I N / _ _ I L _ I A _ T / A N I _ A _ E _ / L E _ G _ H / D I _ _ R A _ T I _ G

SŁOWNICTWO

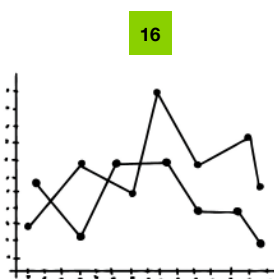
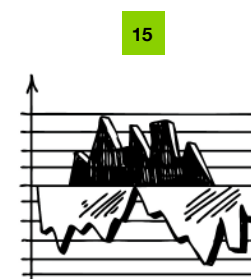
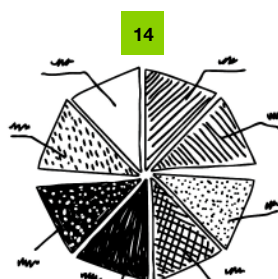
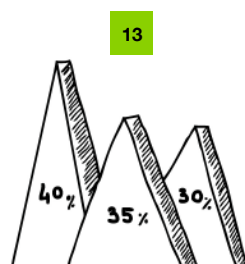
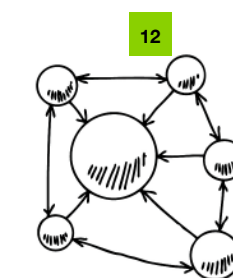
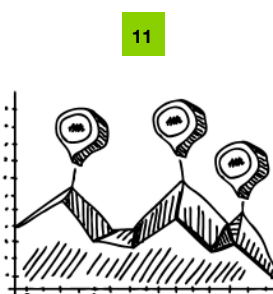
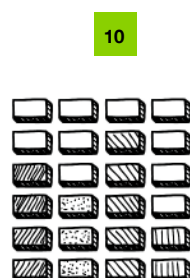
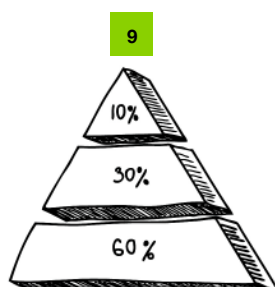
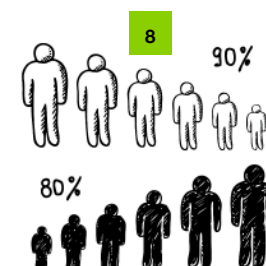
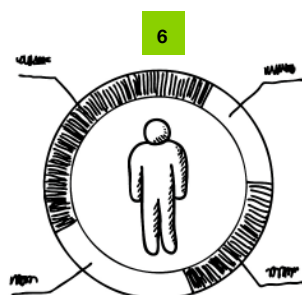
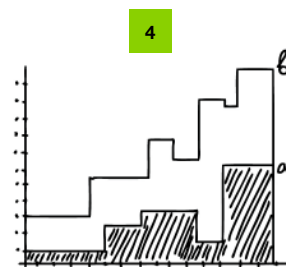
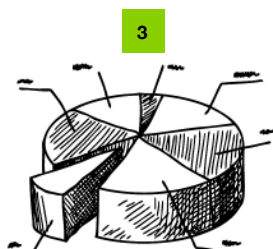
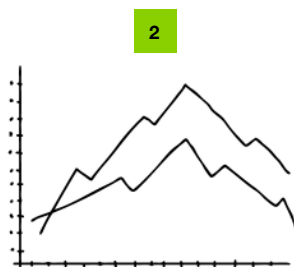
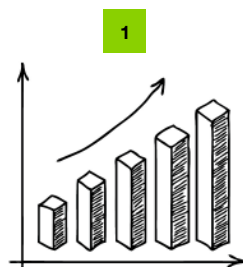
audience - publiczność
length - długość
chunk - kawałek / porcja
familiar with - zaznajomiony z
accomplished - utalentowany
stretch - wydłużać się
brilliant - niesamowity

retain information - zatrzymywać informacje
multiple - liczny
distracting - rozpraszający
enhance - poprawić
reveal - ujawniać
unconsciously - nieświadomie

call to action - wezwanie do działania
raise funds - zbierać pieniądze
donate - ofiarować
passionate about - być pasjonatem czegoś
animated - ożywiony
contagious - zaraźliwy

4. DIAGRAMY, SCHEMATY I STATYSTYKI

Przekaz wizualny



1. **bar chart** - wykres słupkowy
2. **line graph** - wykres liniowy
3. **pie chart** - diagram kołowy
4. **upward trend** - trend wzrostowy
5. **widespread** - o szerokim zasięgu
6. **range** - przedział / zakres
7. **indicate** - wskazać
8. **vast majority** - ogromna większość

9. **rate** - wskaźnik
10. **table** - tabela
11. **reach a peak** - osiągnąć szczyt
12. **flow chart** - diagram sekwencji działań
13. **account for** - stanowić
14. **breakdown** - analiza
15. **plunge** - spadać gwałtownie
16. **fluctuate** - wahać się

Objaśnianie wykresów i przekazywanie istotnych informacji



- Let me just run through the key points.
- This should give you a clearer picture of the current trends.
- This diagram illustrates that last year's production levels declined slightly.
- What these figures seem to present is a rising cost of living in our country.
- The green line here shows that in the first six months there was a sharp increase in production.

.....

- I think it is reasonable to assume that profits will rise significantly in mid-December.
- First, let me quickly explain the graph. The factory is working at full capacity.
- This may indicate that extreme market volatility is a matter of time.
- I'd like to highlight one thing on this table. We're going through a slack period at the moment.
- This chart shows a breakdown of the costs.
- It is clear from the table that we succeeded in keeping costs down.
- I'm sure the implications of this are clear to all of you.
- Men account for a vast majority of our clients.
- Let's look more closely at this table. As you can see, the company's profits soared.
- As you can see, the figures speak for themselves.
- We are not exactly sure what these results may implicate.
- As the following slide shows, we managed to deliver the project within a tight budget.
- The results of the survey appear to be contradictory.
- This pie chart gives information about a company's activities throughout the year.
- I'll leave that diagram on the screen for a minute so that you can study it.
- Based on our findings, 43% of our target customers are teenagers.
- So what conclusion can we draw from this? Well, turnover will probably increase.
- Unfortunately, two problems remain unsolved.
- Overall, real estate prices increased dramatically in 2019.

Popularne wyrażenia idiomatyczne



ON THE VERGE OF
(na skraju czegoś)

"The company's **on the verge of** bankruptcy"



BE LOOKING UP
(wyglądać coraz lepiej)

„As you can see, global economy is **looking up**”



GET OUT OF HAND
(wymykać się spod kontroli)

„I'm afraid things are **getting out of hand.**”

Tendencje wzrostowe i spadkowe



climb - piąć się
go up - wzrastać
grow - rosnąć
recover - stabilizować się
rise - wzrastać
skyrocket - szybko rosnać
surge - wzrastać



collapse - runąć w dół
decline - spadać
dive - polecieć w dół
drop - spadać
fall - spadać
plummet - gwałtownie spaść
slump - gwałtownie spaść

Ważne przysłówki



abruptly - gwałtownie
approximately - około
barely - ledwo
considerably - znacznie
gradually - stopniowo
nearly - niemal
marginally - minimalnie

rapidly - szybko
slightly - nieznacznie
sharply - gwałtownie
steadily - równomiernie

Wskazówka

Dodatkowe kolokacje potrzebne do opisywania trendów, wykresów i zmian poznasz czytając artykuły na stronie **Market Watch**. 

The number of tourists visiting Warsaw **fell sharply** in November.
 Our market share has been **rising gradually** since June.
 It is expected that oil prices will **surge** in the next quarter.
 The unemployment rate is bound to continue **climbing** this month.
 We are ready to open new stores and **grow** more **rapidly**.
 Annual sales volume **declined** by 3 per cent compared to 2018.

SŁOWNICTWO

run through - przejrzeć
give a clear picture - dać jasny obraz
reasonable - rozsądny
assume - zakładać
at full capacity - na pełnych obrotach
volatility - zmienność
keep costs down - obniżyć koszty

implications - konsekwencje
soar - gwałtownie wzrastać
implicate - pociągać za sobą
tight budget - ograniczony budżet
contradictory - sprzeczny
throughout - przez cały
findings - wyniki

draw conclusions - wyciągać wnioski
turnover - rotacja
remain - pozostawać
overall - ogólny
real estate - nieruchomości