

快速學會英語簡報關鍵用語，
打造一場成功的英語簡報！



內附電腦互動學習軟體

1. 僅適用 MS Windows 作業系統
2. 內附 MP3 及點讀音檔
3. 下載序號請見封底內頁說明

和全球做生意 必備簡報英語

Essential English for Presentations



預約一場成功的英語簡報，本書幫你先做好準備：

簡報必備話術

簡報情境會話

圖表解說用語

問答實用例句

英語表達力！

上場簡報前，先練習好你的

從基本話術、公司簡介、合作提案、產品介紹到業績報告
圖解詞彙・主題實用句・影音會話・延伸學習
完整教學，讓你一次備足簡報英語即戰力！

LiveABC
英語數位學習第一品牌

1-1

Presentation Core Concepts

簡報基本要素

簡報 8 步驟與核心概念

PLAY ALL

1

Subject
主題

2

Purpose
目的

3

Data
資料

4

Slides
投影片

What is my subject?

我該訂定什麼主題？

- Do thorough research 充分進行研究
- Know your audience 了解你的聽眾

簡報達人小提醒

首先，研究簡報的主題、要點並擬定大綱。接著，了解目標聽眾為何，以及他們對該主題的認識程度與可能需要或者會感到有興趣的資訊。





Why am I making this presentation?

為什麼我要做這份簡報？

- Provide information 提供資訊
- Inspire action 激發行動

簡報達人小提醒

簡報時要注意音量、肢體語言和臉部表情。如果你展現對簡報主題及內容的熱忱，你的聽眾也會感受到你的投入與熱情。

What information should I share?

我應該涵蓋那些資料？

- Need-to-know vs. Nice-to-know
「務必知道的」和「知道了也不錯的」
- Flow structure 流程結構

簡報達人小提醒

將簡報內容分成三至五個重點。過多的要點反而容易分散聽眾的注意力（可將細節歸到次要項目）。在陳述某個要點前，先扼要敘述；在結束一端點並要進入下一要點時亦可提示聽眾。



亨利 (Henry) 將進行一場簡報，艾力克斯 (Alex) 提供他一些做出完美簡報的建議……



A = Alex



H = Henry

A: Hello, Henry. How's next week's presentation **coming along**?

H: Hi, Alex. Actually, not too great. I'm not sure how to get started. Any advice?

A: Well, there are three core areas to **concentrate**¹ on: content, design, and delivery. For the first part, you need to do your research, organize your points, and then create an **outline**.²

哈囉，亨利。下週的簡報進行得如何？

嗨，艾力克斯。說實在的，不怎麼好。我不確定要怎麼著手。有什麼建議嗎？

嗯，有三個核心範圍要注意：內容、設計以及表達。關於第一部分，你得做研究，組織你的要點，而後擬定大綱。

Vocabulary

1. concentrate [kən'sən.tret]

v. 全神貫注 (+ on)

With so much noise from the street, Cassie was unable to **concentrate** on her studies.

2. outline [aʊt.laɪn] n. 大綱；摘要

All students must submit **outlines** of their research projects by the end of the week.

3. visualization [vɪʒəwəlɪz'zeʃən]

n. 形象化；想像

The basketball player believed that **visualization** helped him improve his shooting abilities almost as much as actually practicing.

1. *come along* 有進展；進步

說明

come along 在此表示「發展；進步」，另外亦常指「出現；發生」。

- The plans for the big event are *coming along* fine.
該大型活動的計畫進行得很順利。
- Robert knew that the chance to work with a famous film director didn't *come along* often.
羅伯特知道和名導演合作的機會不常有。

2. *clam up* (突然) 沉默不語

說明

clam up 此語比喩人像蛤蜊 (clam) 緊閉蚌殼般「閉住嘴巴；沉默不語」。

- Dean is outgoing among friends but *clams up* around people he doesn't know well.
迪恩和朋友在一起時很外向，但和不熟的人在一起時就變得很安靜。

3. *sub-* 次於；在……以下；低於

說明

字首 *sub-* 有「次於；在……以下；低於」等意思，常見應用如下：

sub + {
culture 文化 = *subculture* 次文化
prime 主要的 = *subprime* 次級的
zero 零度的 = *subzero* 零下的
total 總計 = *subtotal* 小計

- *Subprime lending* was a major factor in the recent global financial crisis.
次級借貸是近期全球金融風暴的一項主因。

延伸學習

簡報好用句

製作簡報時，清楚介紹自家公司的背景和商品能為客戶帶來好印象。
快來看看有哪些實用句吧！

背景

Our company was founded in 2003 in California.

我們公司於 2003 年成立於加州。

規模

Our factory is about 18,000 square feet.

我們的工廠大約為一萬八千平方英呎。

Tall Glass Co. operates 57 plants in the U.S. and 100 plants worldwide.

拓爾玻璃公司在美國有五十七座廠房，全球則有一百座工廠。

產能

We have a production capacity of 2,000 units a week.

我們每週有兩千組的產量。

WeeTots Company recently increased its production capacity by four times.

威塔茲公司近來增加了四倍產能。

產品特色

This smartly designed cell phone is perfect for people on the go.

這款智慧型設計的手機非常適合在外奔波的人士。

This device was made with the needs of busy mothers in mind.

這個裝置是為了滿足忙碌母親們的需求而製造的。

This computer beats out its competitors in terms of size and processing power.

這台電腦在尺寸與資料處理能力方面擊敗了其他競爭者。



簡報製作要領



PLAY ALL

1. Have one concept per slide

Year in Review

Sales Breakdown

Quarter	In-Store	Online
1st Qtr	25	35
2nd Qtr	35	45
3rd Qtr	45	55
4th Qtr	55	65

- Online sales have been outperforming in-store sales in every quarter.
- This proves we should concentrate on concepts.

New Retail Locations:

- U.S. : Birmingham, Salem, Rochester, and Flint
- Canada : Toronto
- Asia : Osaka, Kaohsiung, Phuket
- Suggestions for next year?



Problem: Too many concepts on one slide

問題：一張投影片有太多概念

Year in Review

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Sales Breakdown

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- Online sales outperforming in-store Sales



Solution: Spread information over more than one slide

解決方法：將資訊分置於多張投影片

2. Keep phrasing consistent

Year in Review

- Despite difficulties in Q1, which have been attributed to causes beyond our control, we have managed to meet our goal of having 118 stores open worldwide.
- Sales have grown significantly in the Asian market, are falling a bit in Europe, and will likely decrease in North America for the rest of the quarter.



Problem: Complicated wording and mixed tenses, phrases, or clauses

問題：措辭複雜且時態、詞組或句構不一致

Year in Review

- We have met goal to have 118 stores open worldwide.
- Sales have increased in Asia and decreased in Europe and North America.



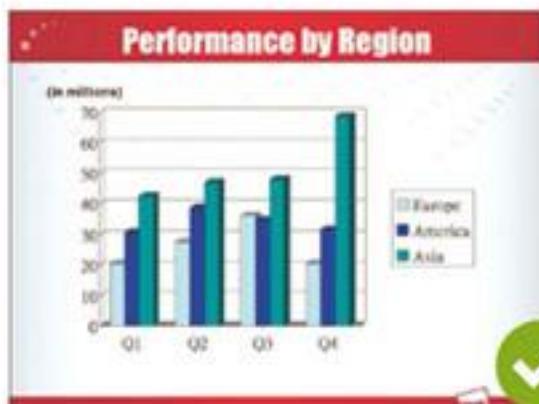
Solution: Simple wording and parallel structures

解決方法：簡單的措辭與平行的結構

3. Make data into graphics



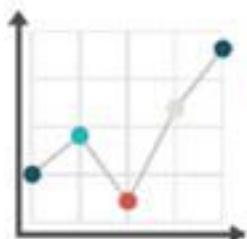
Problem: Hard to identify any change or difference
 問題：難以分辨任何變化或差別



Solution: Easy to visualize information in charts or graphs
 解決方法：以圖表呈現可方便資訊的視覺化

圖表類別大不同

圖表雖能讓簡報達事半功倍之效，但使用不當卻可能造成聽眾的困擾。
 以下是常見的圖表類型與其適用情境：



line graph 折線圖

多用來呈現總銷售量 (total sales)、價格 (price)、營收 (revenue) 和費用支出 (expenditure) 等的趨勢或走向。



bar chart 長條圖

常用來比較同性質 (nature) 但不同項目 (category)、範圍 (range) 或時期 (period of time) 的數據差異。



pie chart 圓餅圖

用來顯示某項目和整體比例 (percentage) 的關係。



亨利 (Henry) 向艾力克斯 (Alex) 請教如何製作專業的簡報投影片……



H = Henry A = Alex

H: Hi, Alex. Have you got a minute to answer a couple of questions about my PowerPoint presentation?

A: Sure. **Fire away.**

H: Well, firstly, I'm wondering how many main ideas I should have on each slide.

A: You should have just one key concept per slide. You can add some extra bullet points expanding the idea but don't **overload**¹ the slides. It will **overwhelm**² your audience.

H: OK, anything else?

嗨，艾力克斯。你有空回答和我的 PowerPoint 簡報有關的一些問題嗎？

當然。你說吧。

嗯，首先，我想知道每張投影片我應該放幾個重點。

每張投影片你只應該放一個主要概念。你可以加些額外的要點來闡明這個概念，但切記別過量。這會讓你的聽眾吃不消。

好，還有其他的嗎？

Vocabulary

1. **overload** [əʊvə'lod] v. 過量；使負荷過多
Piper **overloaded** her essay with so many facts and figures that it was difficult to actually read.

2. **overwhelm** [əʊvə'welm] v. 使不知所措
The new intern was **overwhelmed** by all the things she had to do.

1. *fire away* 請說

說明

原本形容如連珠炮式地說話，後引申指「開始發問；儘管問」，常用在會話中請別人開始說話或提問。

- Whenever you're ready to ask your questions, **fire away**.
你準備好問題時，就儘管問吧。

2. *Sunday best* 最好的服裝

說明

在美國和其他西方國家，人們星期天去教堂時通常會穿得比較正式，因此 **Sunday best** 用來指稱一個人最漂亮的衣服，也就是適合婚禮等特殊場合的正式服裝。

- Employees at the Internet firm were allowed to dress casually on most days, but they were required to wear their **Sunday best** for important meetings.
這家網路公司的員工在多數的日子裡都能穿得很休閒，但參加重要會議時，他們被要求得穿正式服裝。

3. *well in advance* 及早

說明

in advance 指「提早；預先；事前」，前面加上 **well** 有加強的作用，表示「大大提前；及早」。

- The doctor asked that patients notify her **well in advance** if they needed to cancel appointments.
該醫師要求她的病人，若需要取消預約得及早通知她。