

# Presentation Coaching:

 deliver value faster

Rachel Appleby


Nov. 2021



# Three VIP students: Rob, Orsi, Kris

- Technician at HU TV; B1+
- 40' Conf. talk: Spain; own text
- Prezi: HU TV tech. developments; + live demo



- Art historian (?B1+); fluent German
- 20' Q+A after conf. talk 
- PPT + text translated from HU



- Politician; Passive B1-2; Active A2-B1
- 15' key-note speech at international conf.
- Speech prepared by speech-writers



# AGILE ... Key aspects?

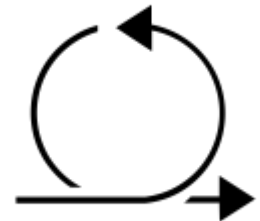
MANIFESTO



“ ... a methodology to manage a project by **breaking it up into several phases**. It involves **constant collaboration** with stakeholders and **continuous improvement** at every stage.

... an **iterative** approach that helps teams **deliver value to their customers faster**. ...

Teams cycle through a process of **planning, executing, & evaluating**, so as to be able to respond to change quickly.



# Rob: Technician at HU TV



- B1+ 40' Conf. talk: Spain
- **“The new HU AI system for face / place recognition on images in the archive”**
- Prezi frames: very HU-centric (+ typos)
- Text – not written > “on the fly”
- Spoken English: lacking fluency; jumpy
- Keen to include a live demo of the software

# Rob: Technician at HU TV



- Clarify content
- Write text
- Correct typos
- Work on fluency
- Record a demo
- “Internationalisation”



# Rob: Technician at HU TV



## Fluency



For example, here is this picture: we know it's somewhere in Budapest, and – **at\_a\_guess** – it's 1930s.

# Rob: Technician at HU TV



## Fluency

“... the /y/ **A**udiovisual **A**rchive in Hungary

“This **AI** /y/ is **able** to **reduce** the workflow

“They have to /w/ **add** a new “**identified**” face



# Pron: “vanilla ice cream” rules



## Fluency

- Where could you include a link sound?
- What is the sound? /y/ /w/ /r/ ?

1. The /y/ other person is late.

2. If you go /w/ over to the right ...

3. "I saw /r/ a film today, oh boy" [Beatles 🎵 ]



**RULES:** If the first word ends with ...

... /i:/ /ai/ /ei/ use = /y/ .

... /əʊ/ /u:/ = /w/ .

... /ə/ /eə/ /iə/ /ɑ:/ /ɔ:/ = /r/ (or avoid/use add a [ʔ] glottal stop).



# Rob: Technician at HU TV



## Collaboration & annotation:

Anonymous Badger  
e\_/y/other person.



.. I would like to **demonstrate**

.. with just **1%** [p'cent] **confidence**

.. we **don't** have\_a d'tect'ble person.

## Recorded demo:



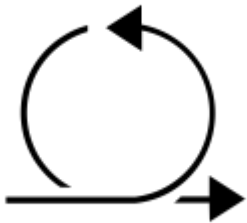
# Rob: Technician at HU TV



## OUTCOME

- Relaxed, spoke naturally
- Confidence ↑
- YouTube video

## AGILE



# Three VIP students: Rob, Orsi, Kris

- Technician at HU TV; B1+
- 40' Conf. talk: Spain; own text
- Prezi: HU TV tech. developments; + live demo



- Art historian (?B1+); fluent German
- 20' Q+A after conf. talk
- PPT + text translated from HU



- Politician; Passive B1-2; Active A2-B1
- 15' key-note speech at international conf.
- Speech prepared by speech-writers





# Orsi: Art Historian

- (?B1+); fluent German; 20' Q+A (online)
- PPT slides + text translated from HU
- **“The ‘real facts’ behind the art collection of Hans Steininger (1552–1634): Venetian Renaissance”**
- Struggles with dates & numbers
- ‘German’: pron; grammar
- Terrified of questions at end



# Orsi: Art Historian

- Asks me to ask Qs about content
- Simplification of language
  - Shorter sentences; vocab
- Confidence building
  - Talking through text

(10) "Mary Magdalene Observing Herself in a Mirror, with Two Female Figures"



Paris Bordone:  
Venetian Women  
at their Toilet  
© National Gallery of  
Scotland, Edinburgh

Provenance:

- Giovanni Paolo and Lodovico Widman (Venice), 1648
- Alvise Molin (Venice), 1667
- Teresa Grimaldi-Pallavicini (Genoa), 1830
- Andrew Wilson (Edinburgh), 1830--1859



# Orsi: Art Historian

- Talks through content; answers random Qs
- Talks more confidently
- Accepts help with pron (e.g. sentence stress)
- Does not accept suggestions for PPT
- Accepts some text changes
- Accepts help with pausing etc. > sends revised text
- Rejects other offers of support





# Orsi: Art Historian

- Still struggling with ...
  - Questions ★
  - Pronunciation
  - “Sounding English”
- Worries:



# Orsi: Art Historian Questions



## ➤ SOLUTIONS:

- (1) How to handle Qs
- (2) What language to use
- (3) Write Qs; prepare As





# Orsi: Art Historian Qs (1)



## ➤ SOLUTIONS

(1) How to handle Qs



*“If you have a question...*

(a) ... **feel free** to write it  
in the chat box / to  
**interrupt at any time.**

(b) ... please ...  
**keep it to the end** / put it  
in the Q+A box.

# Orsi: Art Historian Qs (1)



How to answer NOW (& give yourself time!):



1. Listen carefully, and welcome the question!
2. (b) *Pause for 3 seconds.*
3. Make sure everyone has heard (repeat if necessary)
4. (c) *Rephrase to clarify (if necessary).*
5. Ask if someone else would like to answer.
6. (a) *Answer (briefly). (Don't lie!).*
7. If you don't know the answer, offer to find out.
8. Check the questioner is satisfied with the answer.

# Orsi: Art Historian Qs (2)



## ➤ SOLUTIONS

(2) What language to use



### **Thanking for a good question**

I'm glad you asked that. / Good point!

That's a very good question.

### **Responding to difficult questions**

Yes, I see your point. However, ... .

That is an accurate observation. Let me explain. ...

# Orsi: Art Historian Qs (3)



## ➤ SOLUTIONS

(3) “The Q&A”: write Qs; prepare As



Q: Do you have any idea who made the list?

A: *I wish I knew, but I don't. Based on my research I ...*

Q: How can you be sure that Steininger's inventory contained original works and not copies?

A: *Thank you. I have no hard evidence but ...*

Q: Do you know where the collection is now?

A: *I'm afraid not. However, Steininger certainly had ...*

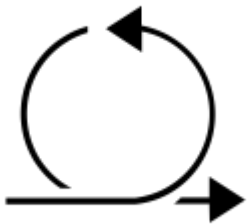


# Orsi: Art Historian

## OUTCOME

- Questions “more clever than I expected”!
- Realised I had helped her in more / different ways
- Confidence ↑
- Follow-up lessons

## AGILE



Hans Steininger (1552–1634)  
and his "famosissimo studio"  
in Augsburg



# Three VIP students: Rob, Orsi, Kris

- Technician at HU TV; B1+
- 40' Conf. talk: Spain; own text
- Prezi: HU TV tech. developments; + live demo



- Art historian (?B1+); fluent German
- 20' Q+A after conf. talk
- PPT + text translated from HU



- Politician; Passive B1-2; Active A2-B1
- 15' key-note speech at international conf.
- Speech prepared by speech-writers



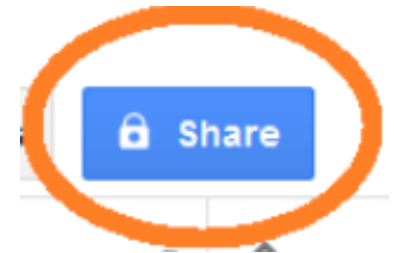


# Kris: Politician

- Active: A2-B1 / Passive: B1-2
- **Keynote speech at international conference**
- 3 teachers / 60' 4 x week
- Speech: Word doc: 4pp dense, C2 text
- S does not understand many of the words
- S cannot pronounce many of the words

# Kris: Politician

- Text to shared Google doc.
- Text clarified – simplified
- Pronunciation
- Convincing delivery





# Kris: Politician



How would you help someone 'deliver' this?

Before we start, it's worth pausing for a minute to reflect on our motivation. Why is democracy so precious? Some philosophers argued that democracy is desirable [...]

Living in a community, there are unavoidable limits to the self-determination of the individual. ...



# Kris: Politician

How would you help someone 'deliver' this?

## Soundscripting \*:

- Double-space text
- Font 18
- Add space     for pausing     between phrases
- End-of-line break for longer pauses
- **Important** (parts of) words in **bold**
- REALLY IMPORTANT words in UPPER CASE

\* Mark Powell

# Kris: Politician



Before we **start**,

it's worth **pausing** for a minute

to **reflect** on our motivation.

Some philosophers **argued** /fɪ'ɪps.ə.fə/

that **democracy** is **desirable** [...]

Living in a **community**, /kə'mju:niti/

there **are** una**VOID**able [megkerülhetetlen] **limits**

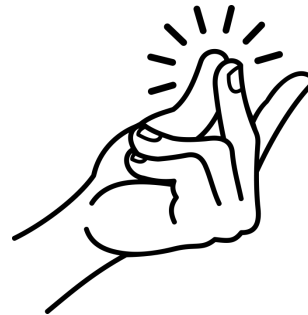
to the self-determination / of the **individual**.

# Kris: Politician



## Pronunciation:

- *democracy*
- *democratic*
- *democratic accountability*
- *accessible*
- *widespread anxiety*

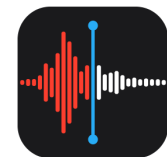




# Kris: Politician

Can you guess what these words are?

1	accessible <u>health</u> care	/ə.k.'se.səb.ɪ 'helθ,ker/
2	affordable <u>housing</u>	/ə.'fɔ:.dəb.ɪ 'haʊz.ɪŋ/
3	<u>alien</u> ate	/'eɪ.liə.neɪt/
4	an <u>xi</u> ety	/æŋ'zai.ə.ti/
5	author <u>it</u> arian	/,ɔ:θɒr.ɪ'teə.ri.ən/
6	<u>avoi</u> dable	/ə.'vɔɪ.dəb.ɪ/



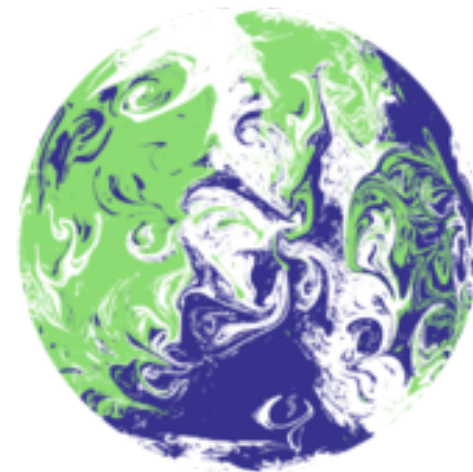
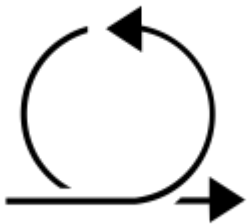
# Kris: Politician



## OUTCOME

- “A success”
- Competent; knowledgeable; conversations ...
- Confidence ↑
- Vienna; Glasgow COP26

## AGILE



# AGILE ... what is it?

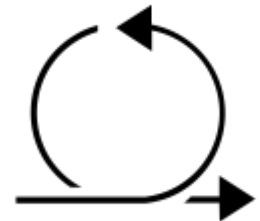
MANIFESTO



“ ... a methodology to manage a project by **breaking it up into several phases**. It involves **constant collaboration** with stakeholders and **continuous improvement** at every stage.

... an **iterative** approach that helps teams **deliver value to their customers faster**. ...

Teams cycle through a process of **planning, executing, & evaluating**, so as to be able to respond to change quickly.



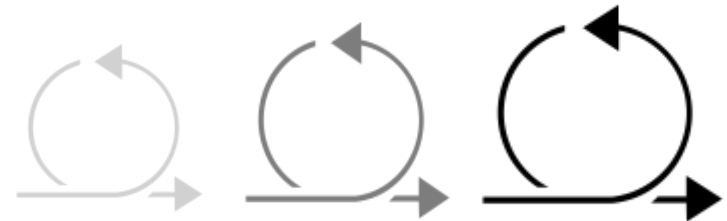


# AGILE ... Key for me:

- planning > executing > evaluating
- collaboration
- iterative (incremental steps)
- continuous improvement







↓  
responding  
to  
change  
↓

 **deliver value faster**





# Three VIP students: Rob, Orsi, Kris

<ul style="list-style-type: none"><li>• Technician at HU TV; B1+</li><li>• 40' Conf. talk: Spain; own text</li><li>• Prezi: HU TV tech. developments; + live demo</li></ul>		
<ul style="list-style-type: none"><li>• Art historian (?B1+); fluent German</li><li>• 20' Q+A after conf. talk</li><li>• PPT + text translated from HU</li></ul>		
<ul style="list-style-type: none"><li>• Politician; Passive B1-2; Active A2-B1</li><li>• 15' key-note speech at international conf.</li><li>• Speech prepared by speech-writers</li></ul>		

↓  
responding  
to  
change  
↓



**Rob:** Prezi frames fine-tuned; Google doc: annotating; fluency (linking sounds)



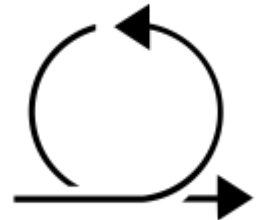
**Orsi:** chatting through; Qs to build trust; how to handle questions



**Kris:** text edits; pronunciation; audio recording: stress; pausing; audio



AGILE



# AGILE



- **Plan > execute > evaluate**

- S expectations
- T's role > discuss & agree
- Respect S expertise (topic; style; audience); control

- **Collaboration**

- Prezi; Google docs
- Editing rights > who will correct + when

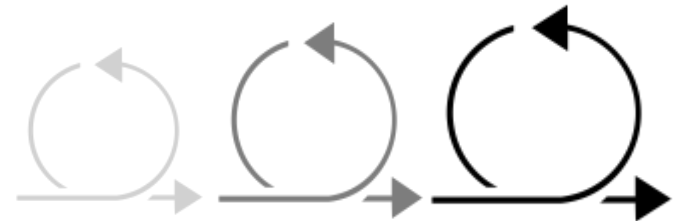
- **Iterative (incremental steps)**

- **Rob**: Prezi frames fine-tuned; fluency
- **Orsi**: chat; random Qs > trust > Qs > confidence
- **Kris**: text edits; pron: stress; pausing; audio

- **Continuous improvement**

 **deliver value faster**

↓  
**responding  
to  
change**  
↓



# Conclusions 1



Be a **teacher**:

Provide **long-term strategies** > student independence

- Rules, e.g. linking sounds; Soundscripting
- Handling questions (language)
- Phonemic script; clicking fingers; "drilling"



# Conclusions 2

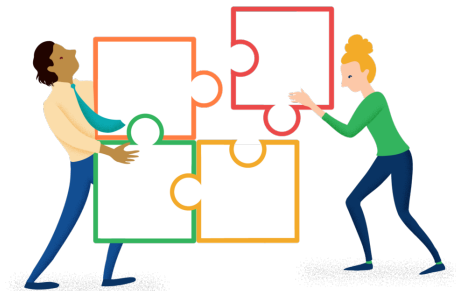
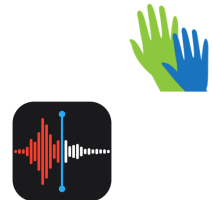
Be a **coach**:

Show respect; offer support/advice

- Handling questions (approach)
- Making a recording

“ The **student** is the expert on **content**, and the **teacher** the expert on **language form**.

WILBERG, 2002



# Mindshifts



Need to teach → Teach to need

Learner-centred → Learning-centred

Pre-teaching → Post-teaching

Just-in-case → Just-in-time

Target language → Emergent language

Process to product → Product is the process

MARK POWELL Conference talk, 28 Sept. 2021:  
'Picture This! Graphic Language Coaching'

# References

- AGILE definition: [www.wrike.com/project-management-guide/faq/what-is-agile-methodology-in-project-management](http://www.wrike.com/project-management-guide/faq/what-is-agile-methodology-in-project-management)
- Powell, M. (2021). *Picture This! Graphic Language Coaching*: <https://lnkd.in/gCsK-ft> Conference talk video from *ILCA Experts 2021 Series*, 28 Sept 2021.
- Powell, M. (1996). *Presenting in English*. LTP.
- Wilberg, P. (2002). *One to one: A teachers' handbook*. LTP.



# Presentation Coaching:

 **deliver value faster**

Rachel Appleby

Nov. 2021

rachelappleby18 @ gmail.com

rapple18 

<https://rachelappleby.edublogs.org>

