**Presentation like Steve Jobs**

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| **Title: Presentation like Steve Jobs, Part 1 - Introduction** | | | |
| **INSTRUCTOR** | **LEVEL / AGE** | **No of STUDENTS** | **Length** |
| Solbi Lim (Solbi) | Intermediate/  Adults | 18 students | 50 min |
| **Materials:**   * Steve Jobs -2007 iPhone Presentation   <http://youtu.be/c_m2F_ph_uU>  00:15 ~ 03:11   * Department list sheet * Board and markers | | | |
| **Aims:**   * **To Improve presentation skills.** * **To help students have confidence in public.** * **To speak fluently few useful sentences.** | | | |
| **Language Skills:**  **Speaking: Presentation (Speaking in public), Group discussion**  Listening:Listening a video clip.  Reading:Cheat sheets  Writing:Writing on the board | | | |
| **Language Systems:**  Phonology:Stress, Clarity  Lexis: Department,Position at work  Grammar:Verbs of feelings in the passive form  Discourse:Presentation script  Functions: Introducing, Persuading, Giving Instruction | | | |
| **Assumptions:**   * Students have English presentation experiences. * Most students don’t enjoy speaking in front of people. | | | |
| **Anticipated Errors and Solutions:**   * Only few students involve speaking in the class.   ㄴGive everyone a role, so they must speak something in front.   * Students might have difficulties listening the video because they are intermediate.   ㄴ Play twice, and give info before playing it. | | | |
| **References:**Presentation English by 다락원  The presentation secrets of Steve jobs  presentinenglish.com/tag/the-presentation-secrets-of-steve-jobs | | | |
| **Notes:** SOS activity: Steve Jobs presentation video clip | | | |

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| **Pre-Task** | | | |
| **Title:** Sharing previous English presentation experience. | | **Aims:**   * To reduce students anxiety. * To help students feel comfortable by listening others. * Encouraging | **Materials:**   * Board * Marker |
| **Time** | **Set Up** | **Students** | **Teacher** |
| 1min  3 min  2 min | Whole class  5 Groups of  3 or 4  Whole class | **Listening the instruction**  **Group Discussion**  **Share the English presentation experiences.**  How do youfeel after the presentation?  Was it successful? Why?  What is the most difficult thing?  Each group share their stories | **Introduction of today’s lecture**  We are going to learn the intro part of English presentation. Remind then how useful it will be at work.  **Ask students their previous experience**  **Monitor Who is talking most or keeping silence**  At the next activity, Choose shy student to speak.  **Write down on the board.**  Summarize it |

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| **Task Preparation** | | | | | |
| **Title:** Learn from Steve  Jobs | | **Aims:**   * To get tips from S.Jobs * To reduce anxiety | | **Materials:**   * Video from Youtube   <http://youtu.be/c_m2F_ph_uU>  00:00 ~ 03:11   * Projector | |
| **Time** | **Set Up** | **Students** | | **Teacher** | |
| 4 min  4 min | Whole class | Answer the questions  **Watch video&Discussion**  How do you feel?  What did you find?  **Watch video again**  Focus on his body language,  Speech speed, Tone, Use of equipment, Facial expression. | | **Ask students who is well known as a good presenter.**  Steve Jobs will be mentioned, if not show them.  **Play the video**  **Elicit student’s answers.**  **Importance of relaxing and being ready. The word he is using is not difficult. He made it everything simple and clear, it is more effective.** | |
| **Notes:** Preparethe video and projector before play it.  Make sure sound is clear enough. | | | | | |
| **Task Realization** | | |
| **Title: How to start you presentation** | | **Aims:**   * To learn Introduction * To understand basic structure of Introduction * To get at least one sentence from each stage, so in the end they will have 4 sentences. | | | **Materials:**   * Department list   sheet   * Board * Marker |
| **Time** | **Set Up** | **Students** | | | **Teacher** |
| 3min  15 min  12 min | Whole class  Whole class  5 Groups of  3 or 4 | **Listen Information**  **Welcoming your audience**  How to thank audience to attend?   * Thank you for ~ * I appreciate your coming with us today * It’s a great honor to ~ * Welcome to ~   The Passive emotional verbs   * Be delighted to * Be pleased to * Be worried to * Be surprised to   Introducing yourself   * I’m in charge of ~ * I’m responsible for~ * I work in the ~   \*Checking the department list  **Introducing subject**   * The purpose of my presentation is~ * The topic of my presentation is~   **Outline the structure of the presentation**   * My presentation consists of ~   First…Then …Next…Finally   * This presentation will help you see~ * I will speak for~ * My presentation will last~   **Giving Instruction questions about questions**   * Feel free to ask for the questions * I would you like to ask questions at the end of the presentation * Please save your questions until I finish presentation.   **Group Activity**  Presentation In front of the class.  5 min to practice to each group.  Every members of group will stand up and demonstrate what they have learned. | | | Giving students the basic structure. Most Common way  - Welcoming your audience  - Introducing subject  - Outline the structure of the  presentation.  - Giving Instruction questions about  questions.  **Drawing tables to separate each section and write down classes answers**  **Elicit answers**  Pick shy students to practice make speak  Mention why it has to be passive if students don’t know it.  Practice speaking after the class got answers. Speak with the right speed. Hopefully students get better and smooth pronunciation by repeating the sentences.  Make sure everyone is involving.  Giving a comment after presentation based on what we have learned from S.Jobs video clip. |
| **Notes:** Don’t need to teach all the expressions. Let the students choose feel free to speak.  Minor error wouldn’t be corrected. | | | | | |

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| **Post Task** | | | |
| **Title:** Review and Prepare next class | | **Aims:**   * To give students confidence * To be ready to next class | **Materials:**  Board  Red marker |
| **Time** | **Set Up** | **Students** | **Teacher** |
| 4 min  2 min | 5 Groups of  3 or 4  Whole class | **Discussion**   * How did you feel when you speak with your group? Can you do it yourself next time? * How are you going to improve next time? * How this will help you at work?   **Homework Instruction**  Practice the Introduction part yourself that we will use next class. Practice makes it perfect. | CCQ  Having answers and rephrase it.  Check Students understand the homework.  Write down homework on the board in red. Get the questions only if they have. |
| **Notes: Give applause to student at the end of the class.** | | | |

**\*Department Lists**

Finance Department [Division]

Sales Department

Purchasing Department

Production Department

Human Resource Department

Marketing Department

R&D (Research & Development) Department

Plant Maintenance Department

Materials Management Department

Quality Management Department

General Affairs Department

Planning Department

IT (Information Technology) Department

**Steve Jobs IPhone Presentation Script**

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Every once in a while, a revolutionary product comes along that changes everything. And Apple has been – well, first of all, one’s very fortunate if you get to work on just one of these in your career.  
Apple’s been very fortunate. It’s been able to introduce a few of these into the world.  
In 1984, we introduced the Macintosh. It didn’t just change Apple, it changed the whole computer industry.  
In 2001, we introduced the first iPod, and… it didn’t just – it didn’t just change the way we all listen to music, it changed the entire music industry.   
Well, today, we’re introducing three revolutionary products of this class.

The first one: is a widescreen iPod with touch controls.   
The second: is a revolutionary mobile phone.   
And the third is a breakthrough Internet communications device.

So, three things: a widescreen iPod with touch controls; a revolutionary mobile phone; and a breakthrough Internet communications device.   
An iPod, a phone, and an Internet communicator. An iPod, a phone … are you getting it?   
These are not three separate devices, this is one device, and we are calling it iPhone.   
Today, today Apple is going to reinvent the phone, and here it is.   
No, actually here it is, but we’re gonna leave it there for now.

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