

## Build on your English!

### General Business English Speaking: presenting an argument

#### Suggested structure

1. briefly, point out the defining elements of the context (link your argument to a specific situation)
2. make the suggestion and mention the benefits
3. introduce a series of reasons in a sequence (see **Connectors** below)
4. refer to the resources needed to make it work in practice (financial, human, logistics etc)
5. rephrase the main argument in the conclusion (emphasise the main benefit)

A basic model may be shown graphically as follows:

**What (the objective)**      ⇒      **Why (the benefit)**      ⇒      **How (the strategy)**

The use of **connectors** helps you to make your ideas flow smoothly and logically.

- to talk generally      as a rule, in general, generally speaking, on the whole
- to define more exactly      at any rate, at least
- to give real information      as a matter of fact, actually, in fact
- to add another idea      in addition, moreover, furthermore
- to give an example      for example, for instance
- to make a contrast      even so, in spite of/despite, however, nonetheless, on the one hand....on the other hand..
- to refer to consequences      thus, therefore, as a result, so
- to summarise      in a word, to put it simply