



晨英语

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职场商务英语

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演示汇报不怯场：一集拿走 33 个地道职场表达

BBC Office English 第 13 集。从开场、强调句式到应答提问与心态建设——33 个演示汇报表达全部来自对话原文，讲完就是赢，附中英对照台词。

本篇收获

33 个演示汇报表达

10 个扩展短语

完整原声音频

中英对照台词全文

这一集聊职场里最让人发怵的场合：**做演示**。节目开头先放了一段 BBC 同事的「社恐自白」——有人怕当众忘词，有人怕同事的评判。然后 Phil 和 Pippa 按演示的完整流程——**开场、主体、应答、心态**——把 33 条表达全部铺开，全部来自对话原文。最实用的是应答提问那一节：被问倒的时候，英语里有一整套「体面争取时间」的说法。

01

一、台前的恐惧从哪来

词条	中文释义	原文例句
public speaking	公开演讲、当众发言	"Do you like public speaking at work?"
forgetting your words	忘词、大脑一片空白	"Not knowing what to say and just forgetting your words — that's my biggest fear."
fear of judgement	害怕被评判	"That fear of judgement. Your colleagues judging what you're saying."
stressful	让人紧张、有压力	"People often find this stressful, even native speakers of English."

02 二、准备与结构：紧张的对解药

词条	中文释义	原文例句
practised enough	练得足够多	"If I've practised enough, if I know the topic I'm talking about, it is a lot easier."
at the last minute	直到最后一刻	"I always think I'm not going to be nervous about it until the last minute."
have a structure	有个框架	"I find I need to have a structure."
prepare well	充分准备	"I guess the trick is to prepare well."
keep your presentation on track	让演示不跑偏	"Language that you can use to keep your presentation on track and prepare."

03 三、开场与引入：前三分钟定生死

词条	中文释义	原文例句
opening a presentation	演示开场	"Let's start with opening a presentation."
introducing yourself	自我介绍	"It's good to start by introducing yourself."
talk about the topic	预告你要讲的主题	"It's also good to talk about the topic you're going to be talking about."
today I'll be covering...	今天我将涵盖……	"You might be saying 'today I'll be covering discovering new markets.'"
start with a question	用提问开场	"One thing that some people like to do is start with a question."
engage your audience	抓住听众	"You want to kind of set up what you're going to talk about and engage your audience."
keep people engaged	让听众保持投入	"And that will keep people engaged in listening for it."

04

四、讲得漂亮：强调与节奏

词条	中文释义	原文例句
emphasis phrases	强调句式	"You can also use some language to help make your presentation more interesting — you can use emphasis phrases."
not only ... but also	不仅……而且……	"Red posters are not only more likely to be seen by customers. They're more likely to be remembered too."
the rule of three	三点法则	"Something we call the rule of three — we can often make things memorable by giving them in groups of three."
make the presentation engaging	让演示引人入胜	"Let's look at some ways we can make the presentation engaging and exciting."

05

五、应答提问：体面地争取时间

词条	中文释义	原文例句
give yourself some thinking time	给自己留思考时间	"The classic way is to give yourself some thinking time."
when it comes to...	说到……（拖长语气的挡箭牌）	"'That's an interesting question when it comes to...' — that's bought you a few seconds to think about your answer."
funny you should ask	你问得真巧	"Another phrase like this is saying, 'funny you should ask that.'"
pause briefly	稍作停顿	"You don't need to be afraid to pause briefly before you answer a question."
in all honesty	老实说	"In all honesty, I don't know the answer to that offhand."
offhand	不看笔记随口就能答	"That word offhand means I don't know that without kind of looking at my notes."
off the top of my head	一时想不起来	"I don't know that off the top of my head."
get back to you	之后回复你	"Let me research and get back to you."

06 六、心态建设：讲完就是赢

词条	中文释义	原文例句
in the grand scheme of things	从大局看	"It's not that big of a deal in the grand scheme of things."
get through it	挺过去	"If you can just be relaxed and just be positive, you'll get through it OK."
worst case scenario	最坏的情况	"Both Georgie and Andrew try to feel more confident by imagining a worst case scenario."
not the end of the world	天塌不下来	"You realise that it's just a presentation. It's not the end of the world."
look at ... in a different way	换个角度审视	"You can look at your presentation in a different way, see if there are any problems with it."

07 扩展表达（未入选核心清单，但同样值得收）

词条	中文释义
daunting	令人发怵的
panic and rush into the answer	慌忙抢答
the trick is to ...	秘诀在于……
memorable	让人记得住的
give the answer	给出答案
set up what you're going to talk about	铺垫今天的话题
chat with everyone at the beginning	开场跟所有人寒暄
business jargon	职场黑话
delegate or give instructions	授权与下达指令
native speakers	母语者

08 串词成段

33 个词放回一场真实的演示，是这样的：

Every good presentation starts the same way: **introduce yourself**, say what you're covering today, and **start with a question to engage your audience**. Then **keep your presentation on track** — use **emphasis phrases** like **not only ... but also**, and make your ideas memorable with **the rule of three**. When questions come, **give yourself some thinking time** — "funny you should ask that" — and if you really don't know: "**in all honesty**, I don't know that **off the top of my head**, but let me **get back to you**." And if it all goes wrong? **In the grand scheme of things**, it's **not the end of the world**.

参考译文：好的演示开场都一样：自我介绍，预告今天讲什么，再用一个提问抓住听众。然后别让演示跑偏——用「不仅……而且」这类强调句式增加张力，用「三点法则」让观点好记。提问环节给自己留点思考时间——「你问得真巧」；真不会就坦诚：「老实说，这个我一时想不起来，查一下再回复你。」万一搞砸了？从大局看，天塌不下来。

一句话带走

忘词、冷场、被问倒都不致命——结构提前备好，答不上来就体面地说「查完回复你」。从大局看，这只是一场演示，天塌不下来。

▼ 完整台词（中英对照）

Phil: Do you like public speaking at work?

你喜欢在工作中公开演讲吗？

Georgie: I have never liked public speaking.

我向来不喜欢公开演讲。

Georgie: It's actually been a really big problem for me.

这对我来说确实是个大问题。

Andrew: Not knowing what to say and just forgetting your words.

一时语塞，大脑一片空白。

Andrew: That's my biggest fear.

这正是我最担心的。

Georgie: It's scary, isn't it?

挺让人害怕的，不是吗？

Georgie: That fear of judgement.

对他人评判的恐惧。

Georgie: Your colleagues judging what you're saying.

同事们在评判你的发言。

Andrew: If I've practised enough, if I know the topic I'm talking about, it is a lot easier, I think.

我想，只要练习得够多，又熟悉所讲的话题，事情就会容易得多。

Pippa: Today on Office English, we're talking about giving presentations at work.

Phil: Hello.

Phil: Welcome to a new series of Office English, your podcast guide to the world of work.

Phil: I'm Phil.

Pippa: And I'm Pippa.

Pippa: Find a transcript for this episode on our website.

Phil: We heard at the start of the programme from some of the BBC Learning English team about how they deal with public speaking.

Phil: It's something lots of people find difficult.

Phil: How do you find it, Pippa?

Pippa: I'm not sure.

Pippa: I think, I always think I'm not going to be nervous about it until the last minute, and then sort of half an hour before I have to speak or give a presentation.

Pippa: I'm really nervous.

Pippa: How about you?

Phil: I find I need to have a structure.

Phil: If I've got a presentation that I've practised I can do it easily and I'm not usually that worried by it.

Phil: But if I just have to chat with everyone at the beginning I find that a bit more daunting.

Pippa: Yes.

Pippa: I guess the trick is to prepare well and that's something that Georgie and Andrew talked about.

Pippa: So we can look at some of the language today that you can use to keep your presentation on track and prepare.

今天《职场英语》节目，我们来聊聊工作中的演讲技巧。

你好。

欢迎收听全新系列《职场英语》，您的职场播客指南。

我是菲尔。

我是皮帕。

本期播客的逐字稿可在我们的网站上找到。

节目伊始，我们听取了 BBC 英语学习团队部分成员分享他们应对公开演讲的经验。

很多人觉得这很难。

你觉得怎么样，皮帕？

我不确定。

我总以为直到最后一刻都不会紧张，结果往往在演讲或发言前半小时才突然紧张起来。

我真的很紧张。

你呢？

我发现自己需要有个框架。

只要我提前练习过，做演示就轻松自如，通常也不会太紧张。

但如果一开始就得和所有人寒暄，我会觉得有点压力。

是的。

我想秘诀在于充分准备，这也是乔治和安德鲁聊到的话题。

今天，我们将探讨一些实用的表达，帮助你在做演示时保持思路清晰、准备充分。

Phil: Okay.

Phil: Let's start with opening a presentation.

Phil: What are some good ways to start?

Pippa: Well I guess it's good to start by introducing yourself.

Pippa: So I would say 'I'm Pippa and I work on the podcast at BBC Learning English.' So who you are and what you do.

Phil: Yes.

Phil: Yeah.

Phil: And it's also, I think, good to talk about the topic you're going to be talking about.

Phil: You might be saying 'today I'll be covering discovering new markets.'

Pippa: Yes.

Pippa: And one thing that some people like to do is start with a question.

Pippa: So you might say something like, 'what's the best way to satisfy our customers?' So you want to kind of set up what you're going to talk about and engage your audience.

Pippa: They might not be that interested in what you have to say.

Phil: Yes.

Pippa: Right.

Pippa: We've started our presentation.

Pippa: Now let's look at some ways we can make the presentation engaging and exciting.

Phil: Now that could be the structure we talked about starting with a question.

Phil: So if you do that make sure that you give the answer.

好的。

我们先从如何开场演讲说起。

有哪些好的开场方式？

嗯，我想我们不妨先从自我介绍开始。

所以我会说：「我是皮帕，在 BBC 英语学习播客工作。」也就是介绍你的身份和职责。

是的。

是啊。

而且我觉得，提前聊聊你要讲的话题也是有好处的。

你可能会说：「今天我将探讨如何开拓新市场。」

是的。

有些人喜欢以提问开场。

你可以这样开场：「满足客户需求的最佳方式是什么？」以此引出话题，吸引听众。

他们可能对你的话并不感兴趣。

是的。

对。

我们的演示已经开始了。

接下来，我们来看看如何让演示更引人入胜、充满活力。

这正好印证了我们之前提到的以问题开头的结构。

所以如果你这么做，务必给出答案。

Phil: And that will keep people engaged in listening for it.

这样能让人保持兴趣，期待后续内容。

Pippa: You can also use some language to kind of help make your presentation more interesting.

你也可以运用一些表达技巧，让演讲更生动有趣。

Pippa: So you can use emphasis phrases.

因此，你可以使用强调短语。

Pippa: So, for example, if I was talking about marketing in the presentation I might say 'we've found that red posters are not only more likely to be seen by customers.

例如，在演示中谈到营销时，我可能会说：「我们发现，红色海报不仅更容易吸引顾客注意。

Pippa: They're more likely to be remembered too.' So there I've got this kind of structure of not only and to so I've, I've kind of kept people interested in why red posters are important.

「它们也更容易被人记住。」于是，我采用了「不仅……而且……」的结构，成功激发了听众的兴趣。

Phil: And the third thing could be something we call the rule of three.

第三点就是我们常说的「三法则」。

Phil: We can often make things memorable by giving them in groups of three.

将事物分为三组，往往能让人印象深刻。

Phil: So you might say 'how to find new customers, how to make them happy, and how to get profit from them.' Giving three ideas is often much more memorable.

你可以说：「如何开发新客户、如何提升客户满意度、以及如何实现盈利。」提出三个观点往往更令人印象深刻。

Phil: Often, at the end of a talk or presentation, you'll be asked some questions by the audience.

通常在演讲或报告结束时，观众会提问。

Pippa: Yes, and people often find this stressful, even native speakers of English, because it's much harder to prepare for what an audience will ask you.

是的，人们常觉得这很有压力，即便是英语母语者，因为很难预判听众会问什么。

Pippa: But there are some techniques you can use.

但你可以尝试一些技巧。

Phil: So the classic way is to give yourself some thinking time.

所以，经典的做法是给自己留出思考时间。

Phil: 'That's an interesting question when it comes to' and that's bought you a few seconds that you can use to think about your answer.

「这个问题很有意思，因为……」这句话能为你争取几秒钟来思考答案。

Pippa: Yeah.

是啊。

Pippa: Another phrase like this that you can use is saying, 'funny you should ask that.' And that's just giving you a moment to kind of think about that question.

Pippa: I also think you don't need to be afraid to pause briefly before you answer a question.

Pippa: Sometimes people panic and rush into the answer before they've really thought about it.

Phil: And of course, sometimes you just don't know the answer.

Phil: And it's often best just to be honest there and say something like, 'in all honesty, I don't know the answer to that offhand, but let me research and get back to you.'

Pippa: Yes.

Pippa: And that word offhand, that means, I don't know that without kind of looking at my notes.

Pippa: I don't know that off the top of my head.

Phil: So giving a presentation at work can be stressful.

Phil: Let's hear from our BBC colleagues again.

Andrew: Try and think about.

Andrew: At the end of the day, it's not that big of a deal in the grand scheme of things, if you can just be relaxed and just be positive, you'll, you'll get through it OK.

Georgie: My tip would be to just think, what really is the worst that can happen?

Georgie: If the worst is that you're going to feel a bit embarrassed, you're going to survive.

Georgie: Life goes on.

Georgie: It's going to be fine.

另一个类似的表达是「你问得真巧」，这能为你争取一点思考时间。

我也认为，回答问题前稍作停顿，不必感到紧张。

有时人们会因慌乱而未经深思就匆忙作答。

当然，有时候你就是不知道答案。

最好坦诚地说：「老实说，我一时答不上来，但我可以查一下再回复你。」

是的。

offhand 这个词的意思是，我不看笔记的话，还真不确定。

我一时想不起来。

所以，在职场做演示确实让人压力山大。

让我们再次听听 BBC 同事的声音。

试着想想。

归根结底，从大局看这并非什么大事。只要保持放松和积极，你一定能顺利过关。

我的建议是，想想最坏的结果到底是什么？

最坏也不过是有点尴尬，你完全扛得住。

生活还得继续。

没事的。

Pippa: Both Georgie and Andrew try to feel more confident by imagining a worst case scenario, because this can be reassuring.

乔治和安德鲁都通过设想最坏的情况来增强自信，因为这能让人安心。

Pippa: You realise that it's just a presentation.

你意识到那不过是一场演示而已。

Pippa: It's not the end of the world.

天塌不下来。

Phil: Yes, and it's also useful because it means you can look at your presentation in a different way, see if there are any problems with it, and it might suggest some questions that people might ask that you hadn't thought of before.

是的，这很有用——它让你以不同视角审视演示，发现潜在问题，并预判一些你未曾想到的提问。

Pippa: That's it for this episode of Office English.

本期《职场英语》到此结束。

Pippa: You can find more programmes to help you with your English at work on our website.

更多职场英语学习节目，请访问我们的网站。

Pippa: Try our series on business jargon which explores the strange language of the world of work.

试试我们关于职场黑话的系列节目，带你探索职场中那些令人费解的表达。

Pippa: Visit BBC learning.

访问 BBC 学习网站。

Phil: We'll be back next week and we'll be talking about when to delegate or give instructions at work.

我们下周再见，届时将探讨在工作中何时该授权或下达指令。

Pippa: See you then.

到时候见。

Pippa: Bye.

再见。

Phil: Bye.

再见。