



Signpost Language

One important tool for giving an effective presentation is the use of “signpost language”. These are phrases that help the listener follow along like signs on a road (signposts) giving directions. Effective speakers use these phrases to focus and guide their audience during a presentation.

Becoming familiar with signpost language can help you follow presentations more easily and give better presentations yourself.

Below are some common phrases used in presentations. Choose phrases that feel right for you and your audience. If a phrase isn't natural for you to say, choose another one or rephrase it. Consider whether formal or informal phrases are best for the audience of your talk.

Section of presentation	Signpost language
Introducing yourself and the topic	Good morning/afternoon, everyone. My name is.... (Formal) Hi everyone, I'm [name]. (Informal) The subject/topic of my talk is ... I'm going to talk about ... Today we're going to talk about/discuss/take a look at.... The focus/purpose of today's presentation is...
Outlining the presentation	Let me give you an overview of my talk... Here's an outline of what we'll be covering today... The presentation is divided into three parts... I'm going to cover three points/ideas today... There are four main points I'd like to discuss... First of all, I'll... .. and then I'll go on to ... Finally/Lastly... First, Then/ Secondly/Thirdly/Next ... At the end of my talk/presentation, there will be a chance to ask questions. Please save your questions for the end of the talk.
Starting the first section	Let's begin/start by ... To start off with ... So, let's start with...
Finishing a section	We've looked at... We've talked about ... Having discussed...
Starting a new section	Moving on to ... Now, let's turn to ... Now I'll/we'll move on to... Next, I'd like to discuss... Now, let's look at... This leads me to my next point, which is ...



Giving examples	For example... A good example of this is... To give you an example... To illustrate this point... Let's say/imagine that...
Analysing a point	Where does that lead us? What does this mean for...? Translated into real terms... Why is this important? The significance of this is...
Going into more detail	Let me elaborate on that... Let's consider this in more detail... Expanding on that idea... I want to talk more in depth about...
Summarizing and concluding	In summary ... To summarize... It's clear from what we've discussed today that... In conclusion ... To recap the presentation... To finish up...
Referring to visual aids	As you can see here... This diagram indicates... Looking at the graph/figure/image/chart, you can see... I'd like to point out... I'd like to illustrate this point by showing you...
Paraphrasing and clarifying	In other words..... So what I'm saying is.... To put it more simply.... To put it another way....
Inviting questions	I'm happy to answer any questions now. Does anyone have any questions or comments?

Information in this handout is drawn from these sources:

<https://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/unit3presentations/expert.shtml>

<https://publicspeakingpower.com/what-is-a-signpost-in-public-speaking/>

https://emedia.rmit.edu.au/learninglab/sites/default/files/Oral_presentations_signalling_2014_Accessible.pdf

