



## Linking words

Linking phrases are like the skeleton which holds your presentation together. Not only do they improve the flow and help guide the audience, by memorizing them they can also help you remember the general structure of your presentation, giving you increased confidence.

### 1. Adding ideas

basic

- Last year we acquired two companies: ABC and XYZ.
- Last year we acquired the company ABC. We acquired XYZ too.

advanced

- **Besides** acquiring ABC last year, they took over XYZ.
- **In addition** to acquiring ABC last year, they took over XYZ.
- **As well as** acquiring ABC last year, they took over XYZ.
- Last year they acquired ABC company. **Furthermore**, they took over XYZ. (=implies that taking over XYZ was more important)

### 2. Relativize or qualify a statement

basic

- It remains unclear whether acquiring ABC is a good idea.

advanced

- **On the one hand... / on the other...**
- **On close(r) inspection...**
- **Notwithstanding that** ABC is a DAX company...
- **Regarding** the acquisition of...
- **Referring to...**
- **In comparison with...**
- Whether this plays out well has to be seen **in the long run**.

Feedback:

Fluency	3-4 linking words	+	o	-	stung together
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### Structure your text

- Next ...
- Next I'd like to point out ...
- Another important argument ....
- Let me continue by describing ...
- On the one hand, ... , on the other hand, ... For one thing ... , for another thing ... Moreover, ... / Furthermore, ...
- Apart from that, ...
- Finally/Lastly ...
- Last but not least ...

### Linking ideas

- Therefore/Moreover/Nevertheless ...
- In other words/That is to say ...
- That's why/For this reason ...
- Above all ...
- Not only ... but also ...