

Lesson 7

READ THIS STORY #1, Advanced

Edward's Talk

Edward tried to remain calm as he set up his charts and graphs on the platform. He was acutely aware that the executives of his company were finishing their dinner at the front table.

Edward did not have a natural ability to talk in front of a group. He tended to blurt out information and stutter on simple words. Sometimes a nervous cough would escape from his throat just when he wished to be the most dynamic.

Edward's goal was to define a better way to market the products made by his firm. He had worked all week to polish his presentation. He needed a favorable response to help move the company forward and safeguard its future profits.

He lifted the gavel and smiled. It was time to begin.