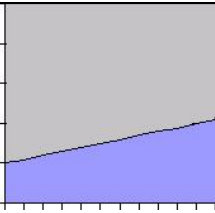
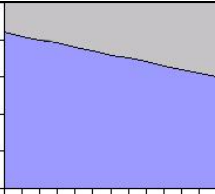
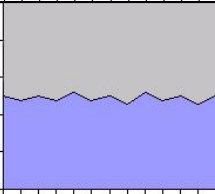
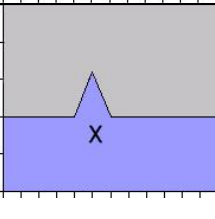


# IB2 Class - Reporting Results using visual aids (January 2016) – Part 1

*In business, it is very important to use vocabulary that will give your audience or listener an “image” of the words that you are trying to communicate. In today’s lesson, we will study 4 key phrases that you can use to describe your business situations in a dynamic and creative way.*

**Now, let’s study FOUR Key Vocabulary Words for imaging:**

## FOUR Key Phrases and Words to describe Business Situations

	<ul style="list-style-type: none"> <li>• 1. Our sales last year “<b>increased gradually.</b>”</li> <li>• Our sales last year “<b>rose slightly.</b>”</li> </ul>
	<ul style="list-style-type: none"> <li>• 2. The profits of our company “<b>decreased slightly.</b>”</li> <li>• The profits of our company “<b>declined gradually.</b>”</li> </ul>
	<ul style="list-style-type: none"> <li>• 3. Last year, we saw our revenue “<b>fluctuate mildly.</b>”</li> <li>• We found sales “<b>fluctuated mildly</b>” in 2014.</li> </ul>
	<ul style="list-style-type: none"> <li>• 4. Sales in FY15 “<b>spiked at</b>” the introduction of iPhone 6.</li> <li>• The yen rate “<b>spiked at</b>” 127 yen in 2013.</li> </ul>

## **Plus: Adding your REASON and RESULT**

A. This was primarily caused by.....(Cause or Reason) + As a result, ....

B. This was due to.....(Cause or Reason) + Therefore, ...

C. The reason why this happened was.....(Cause or Reason).+ Consequently, ....

D. This was due to the fact that.....(Cause or Reason) + Hence, ....

E. The reason for this was.....(Cause or Reason) + As a consequence, ....

# REVIEW: Visual Description Technique

## FOUR Key Steps:

- Step 1: **INTRODUCE** your slide.
- Step 2: Say the **KEY POINT** of the slide.
- Step 3: Say the **REASON**.
- Step 4: Say the **RESULT**.

Now, let's combine today's key points and make a business simulation!

### Example #1:

- This bar chart shows the sales of our products at the beginning of June 2015.
- As you can see from this chart, our sales last year **increased gradually**.
- **This was primarily caused by** the popularity of smart phone apps.
- **As a result**, we were able to sell more products in Japan.

### Example #2:

- This pie chart illustrates the percentage of sales in China.
- As you can see, the sales in our products "**decreased slightly**" at the end of last year.
- **This was due to the fact that** there was a big demand for Bluetooth products in China.
- **Hence**, we also saw an increase in the sales of our headphone products.

### Example #3:

- This slide represents the sales of our home stereo systems during FY14.
- As you can see from this slide, sales of our new product "**fluctuated mildly**" during the New Year season in 2014.
- **The reason why this happened was** many new competitors entered the home stereo market.
- **Therefore**, competition was very fierce in the Japanese market.

## Homework:

1. Next week, you will have a chance to use today's key phrases and "report" results in a meeting situation.
2. Using actual information from your work, bring **3** examples to share with the class next week.
3. Make sure to **PRINTOUT 3** visual aids that clearly show your results. (i.e. Charts, diagrams, graphs, etc.)
4. **Make sure to also select and make a good description for each slide using the key vocabulary and phrases you learned today.**
5. Bring your homework to class next week. Good luck!