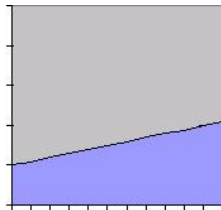


# Reporting Results using visual aids (September 2015)

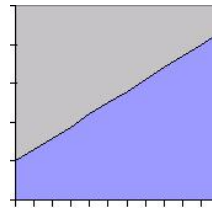
*In business, it is very important to use vocabulary that will give your audience or listener an “image” of the words that you are trying to communicate. In today’s lesson, we will study 12 key phrases that you can use to describe your business situations in a dynamic and creative way.*

## Reporting Change

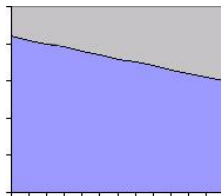
This vocabulary guide demonstrates how to talk about progress in a firm.



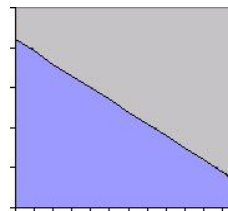
increased gradually  
rose slightly



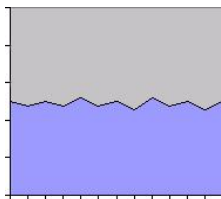
increased sharply  
rose dramatically



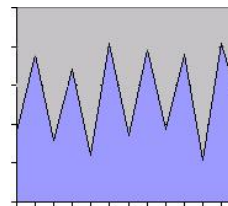
decreased slightly  
declined gradually



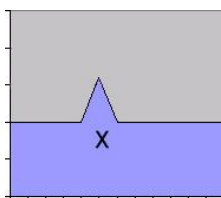
decreased sharply  
declined dramatically



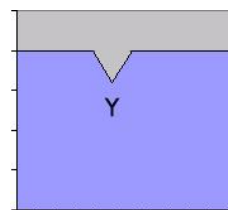
fluctuated mildly



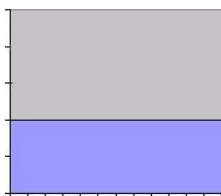
fluctuated wildly



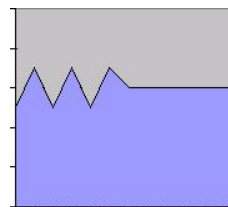
spiked at X



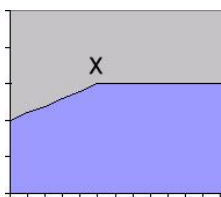
dipped at Y



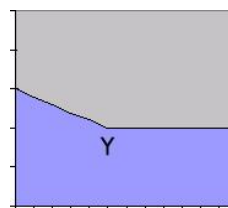
remained steady



stabilized  
levelled-off



peaked at X  
levelled-off at X



bottomed-out at Y  
levelled-off at Y

## Examples:

1. Our sales last year **“increased gradually.”**  
Our sales last year **“rose slightly.”**
2. The profits of our company **“decreased slightly.”**  
The profits of our company **“declined gradually.”**
3. Last year, we saw our revenue **“fluctuate mildly.”**  
We found sales **“fluctuated mildly”** in 2014.
4. Sales in FY15 **“spiked at”** the introduction of iPhone 6.  
The yen rate **“spiked at”** 127 yen in 2013.
5. The popularity of our product **“remained steady”** in the first half of this year.  
Our profits have **“remained steady”** for the past three years.
6. We found that our product **“peaked at”** the Christmas season in 2014.  
We found that our product **“levelled off at”** the Christmas season in 2014.
7. We were pleased to see that our sales **“increased sharply”** last year.  
We were pleased to see that our sales **“rose dramatically”** last year.
8. The software problems in our products **“decreased sharply”** in 2014.  
The software problems in our products **“declined dramatically”** in 2014.
9. The number of new products in the market **“fluctuated wildly”** in 2015.  
Amazingly, the Japanese yen rate **“fluctuated wildly”** at the beginning of this year.
10. Last year, the yen dollar exchange rate **“dipped at”** 115 this year.  
The production cost for our products **“dipped at”** the end of last year.
11. We found that our revenue **“stabilized”** during the second half of 2014.  
We found that our revenue **“levelled off”** during the second half of 2014.
12. The price of our product **“bottomed-out”** at 99 US dollars in February.  
The price of our product **“levelled-off”** at 99 US dollars in February.

## 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, ....

# 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.

### Example #1:

This chart represents the sales of our products in 2014. As you can see from this chart, our sales last year **increased gradually**. **This was primarily caused by** the strong Japanese yen in the middle part of 2014. **As a result**, we were able to sell more products in North America.

### Example #2:

This diagram illustrates the software problems we had last year. As you can see, the software problems in our products “**decreased slightly**” in 2014. **This was due to the fact that** our quality control situation improved in China. **Hence**, we also saw an increase in the production of our products.

### Example #3:

This graph shows the sales of our new products during last year. As you can see from this slide, our sales of our new product “**spiked at**” the Christmas season in 2014. **The reason why this happened was** consumers in America started to buy more headphones for individual use, as well as for presents to their family members. **Consequently**, our headphones became very popular in overseas markets.

## 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!