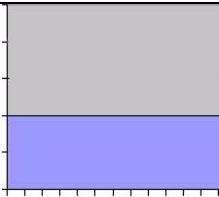
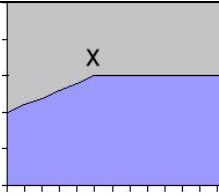
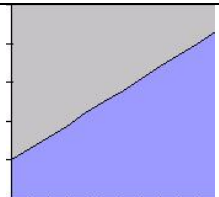
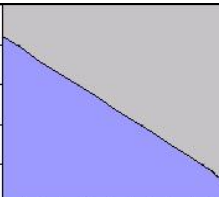


Reporting Results using visual aids (September 2015) – Part 2

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 more Key Vocabulary Words for imaging:

FOUR Key Phrases and Words to describe Business Situations

	<ul style="list-style-type: none"> • 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.
	<ul style="list-style-type: none"> • 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.
	<ul style="list-style-type: none"> • 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.
	<ul style="list-style-type: none"> • 8. The software problems in our products “decreased sharply” in 2014. • The software problems in our products “declined dramatically” in 2014.

Plus: Adding your REASON and RESULT

- This was primarily caused by.....(Cause or Reason) + As a result,
- This was due to.....(Cause or Reason) + Therefore, ...
- The reason why this happened was.....(Cause or Reason).+ Consequently,
- This was due to the fact that.....(Cause or Reason) + Hence,
- 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 **remained steady**. **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 "**increased sharply**" 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 shows the sales of our home stereo systems during FY14. As you can see from this slide, sales of our new product "**levelled off at**" 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!