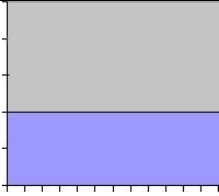
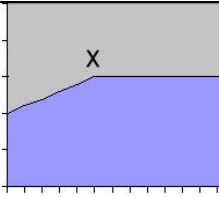
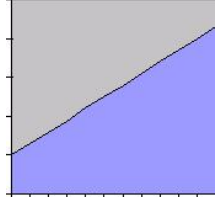
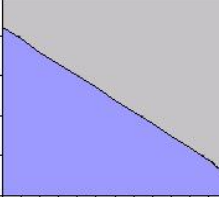


Reporting Results using visual aids (September 2015)

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 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

- 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 **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!