

# Term 3 – WEEK 2 Contents– International Business 2 Class (IB2)

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## Today's Agenda

- 1. WARM-UP: Preparing your mind for 2016
  - 2. LEARN: “Reporting Results”
  - 3. LEARN: 4 Key “Visual” Vocabulary words and phrases for communicating “image” to your listener
  - 4. Homework Assignment
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## REVIEW:

### Preparing your mind for 2016

*It's a new year! It's 2016! All over the world, many people set goals and targets for the new year in January. By the way, another phrase for “goal or target” at the beginning of the year is called “New Year’s Resolution.” How about you? What are your goals, targets, or resolutions for 2016? Take a few moments to think about “**what** you want to achieve in 2016.” Then, write down **THREE business** and **THREE personal** goals for 2016. Think carefully! Good luck!*

Key Phrases:

1. I am definitely going to (100% sure)
2. I plan to ....(80% + sure)
3. I am going to ....(80% +sure)
4. I want to....(50% + sure)
5. I hope to....(less than 50% sure)

Speaking Technique: Key Phrase + Target + Reason + Your plan

#### Examples: Business

**Example #1:** For my business goal, this year, **I’m going to** improve my EXCEL skills **mainly because** I have to make many EXCEL documents every day. **For example, I plan to** attend some seminars or read some EXCEL books. That is my business goal for 2016.

**Example #2:** For my business goal, this year, **I want to** decrease my overtime work **simply**

**because** I worked more than 40 hours of overtime work last year. **For example, I plan to** arrange my time more effectively or come to the office at 7:30 am. That is my business goal for 2016.

## **Examples: Personal**

**Example #1:** For my personal goal, this year, **I'm definitely going to** buy a new PC **basically because** my PC is very old and slow. For example, I plan to buy a lightweight PC or a Tablet PC. That is my personal goal for 2016.

**Example #2:** For my personal goal, this year, **I hope to** move to a new apartment **mainly because** my current apartment is too small. **For example, I plan to** look for a new apartment in Yokohama or Shinagawa. That is my personal goal for 2016.

For my **Business** Goals, this year,

1. First of all, I

2. Next, I

3. Finally, I

For my Personal Goals, this year

1. To begin with, I

2. In addition, I

3. Lastly, I

Ending: These are my goals for 2016.

## **CHECKED: Homework #1:**

Finishing writing your THREE Business and THREE Personal goals for the next class.

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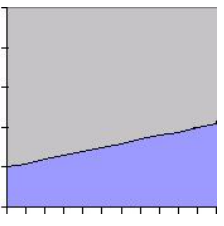
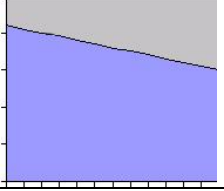
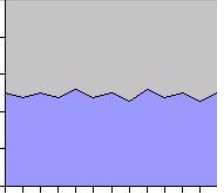
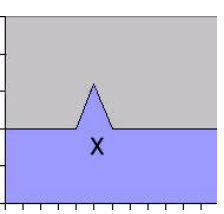
## REVIEW:

# 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.

## **CHECKED: Homework #2:**

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!

## LEARN:

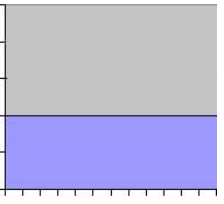
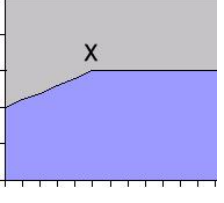
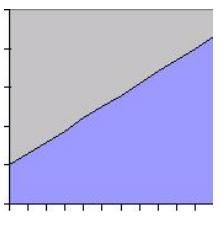
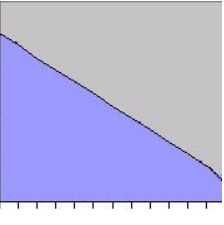
### Reporting Results using visual aids (January 2016) – Part 2

*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:

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#### FOUR Key Phrases and Words to describe Business Situations

|   |  |
|---|--|
|   | <ul style="list-style-type: none"><li>• 5. The popularity of our product “<b>remained steady</b>” in the first half of this year.</li><li>• Our profits have “<b>remained steady</b>” for the past three years.</li></ul>  |
|  | <ul style="list-style-type: none"><li>• 6. We found that our product “<b>peaked at</b>” the Christmas season in 2014.</li><li>• We found that our product “<b>levelled off at</b>” the Christmas season in 2014.</li></ul> |
|  | <ul style="list-style-type: none"><li>• 7. We were pleased to see that our sales “<b>increased sharply</b>” last year.</li><li>• We were pleased to see that our sales “<b>rose dramatically</b>” last year.</li></ul>     |
|  | <ul style="list-style-type: none"><li>• 8. The software problems in our products “<b>decreased sharply</b>” in 2014.</li><li>• The software problems in our products “<b>declined dramatically</b>” in 2014.</li></ul>     |

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

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## REVIEW: Visual Description Technique

### FOUR Key Steps:

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

### Example #1:

- This chart shows the sales of our products at the beginning of May 2015.
- As you can see from this chart, our sales last year **remained steady**.
- **This was primarily caused by** the many companies launching new products.
- **As a result**, our profits did not increase in Japan.

### Example #2:

- This graph 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** Bluetooth products were very popular worldwide
- **Hence**, we also increased our sales of our 2015 new products.

### Example #3:

- This slide shows the sales of our products during FY14.
- As you can see from this slide, sales of our new products "**levelled off at**" the New Year season in 2014.
- **The reason why this happened was** many new products in the headphone market.
- **Therefore**, it was very difficult to increase our sales in Japan.

## Homework:

1. Next week, you will have a chance to use today's key phrases and "report" results in a meeting situation.
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----- End of Lesson -----