

Term 2 – WEEK 2 Contents – MS Class

Today's Agenda

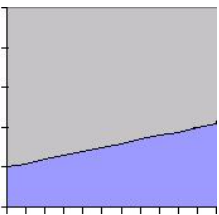
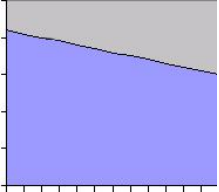
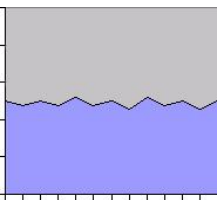
- 1. WARM-UP: Check in
- 2. CHECK: Homework
- 3. LEARN: 4 MORE Key “Visual” Vocabulary words and phrases for communicating “image” to your listener
- 4. Homework Assignment

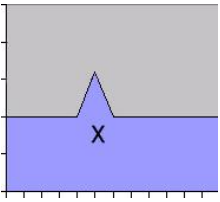
CHECK – In Topic:

- What are you currently doing at your job? (3-Points)
- Answer:
- Currently, first of all, I am ...
- To begin with, I am currently, ...
- At the current moment, for starters,
- Preparation time: 5 minutes
- Ending:
- That's what I'm currently doing.

Now, let's REVIEW **FOUR Key Vocabulary Words** for imaging:

FOUR Key Phrases and Words to describe Business Situations

	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.

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,

Today’s Key Technique: 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 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 sharply**” 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 “**peaked 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.

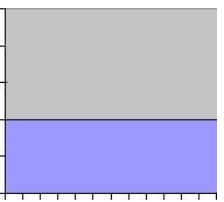
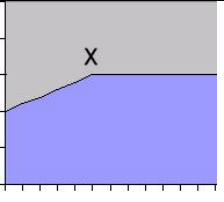
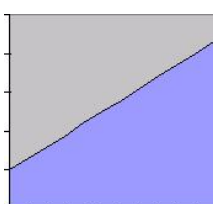
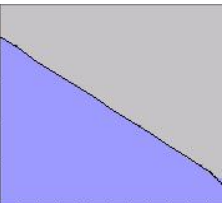
CHECKED Homework:

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.

LEARN: FOUR MORE Key Vocabulary Words for imaging:

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:

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Good luck!

----- End of Lesson -----