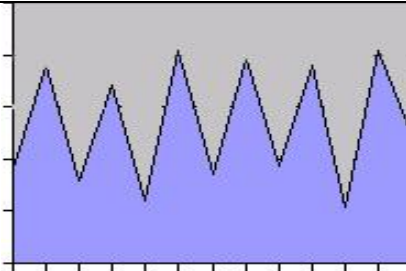
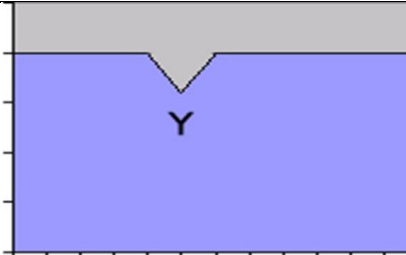
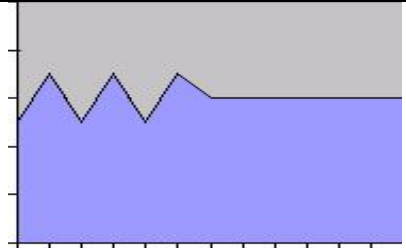
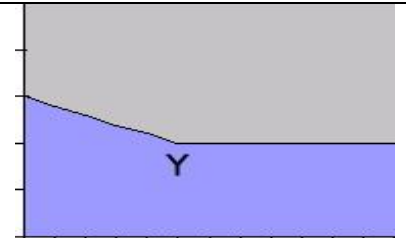


# Reporting Results using visual aids (September 2015) – Part 3

*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"> <li>• 9. The number of new products in the market “<b>fluctuated wildly</b>” in 2015.</li> <li>• Amazingly, the Japanese yen rate “<b>fluctuated wildly</b>” at the beginning of this year.</li> </ul>
	<ul style="list-style-type: none"> <li>• Last year, the yen dollar exchange rate “<b>dipped at</b>” 115 yen this year.</li> <li>• The production cost for our products “<b>dipped at</b>” the end of last year.</li> </ul>
	<ul style="list-style-type: none"> <li>• 11. We found that our revenue “<b>stabilized</b>” during the second half of FY14.</li> <li>• We found that our revenue “<b>levelled off</b>” during the second half of FY14.</li> </ul>
	<ul style="list-style-type: none"> <li>• 12. The price of our product “<b>bottomed-out</b>” at 99 US dollars in February.</li> <li>• The price of our product “<b>levelled-off</b>” at 99 US dollars in February.</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 chart represents sales of our products in 2014.
- As you can see from this chart, our sales last year “**fluctuated wildly**.”
- **This was primarily caused by** the fluctuating Japanese yen in the middle part of 2014.
- **As a result**, we were able to sell more products in Europe than North America.

### Example #2:

- This diagram illustrates the software problems we had last year.
- As you can see, the software problems in our products “**stabilized**” in 2012.
- **This was due to the fact that** our quality control situation improved in Indonesia.
- **Hence**, we also saw an increase in the sales of our products in the Asia region.

### 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 “**bottomed out**” at the end of 2013.
- **The reason why this happened was** consumers in America did not buy as much due to the bad economy.
- **Consequently**, our Bluetooth product sales did not increase.

## 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. Bring your homework to class next week.
5. Good luck!