Age group	Adults
Level	1.5 - 2.0
Time needed	50 - 55 min
Learning objective(s)	Presentation Procedure: Introducing Visual graphics.
Key skills	Vocabulary & speaking

BUSINESS ENGLISH
PRESENTATION PROCEDURE 08
INTRODUCING VISUAL AIDS: DESCRIBING A GRAPHIC 01
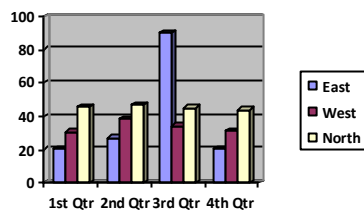
IN CONTEXT 3-5 min

What type of graph are they?
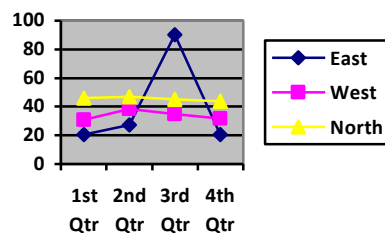
1. Area graph or chart   2. Pie chart or chart
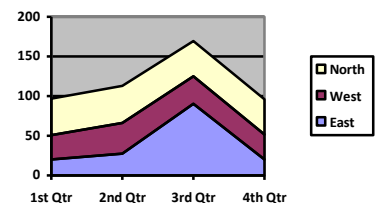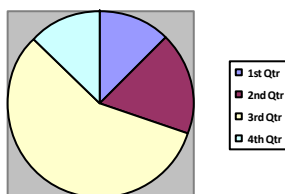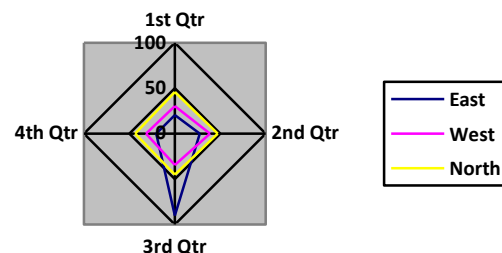3. Bar graph or chart   4. Radar graph or chart   5. Line graph or chart

A.

B.

C.

D.

E.

VOCABULARY 8 - 10 min

Read the description and match them with each diagram type.

a. is used to illustrate visually outline ideas and information.

b. is a tool to choose between several courses of action that uses a tree-like graph or model of decisions and their possible consequences.

c. They show the relationship between two, three or four groups of information.

d. show how steps in a process fit together.

e. They are diagrams that show all possible logical relations between a collection of sets (aggregation of things).

f. is a tool that helps identify, sort, and display possible causes of a specific problem

1 Matrix diagrams :

....
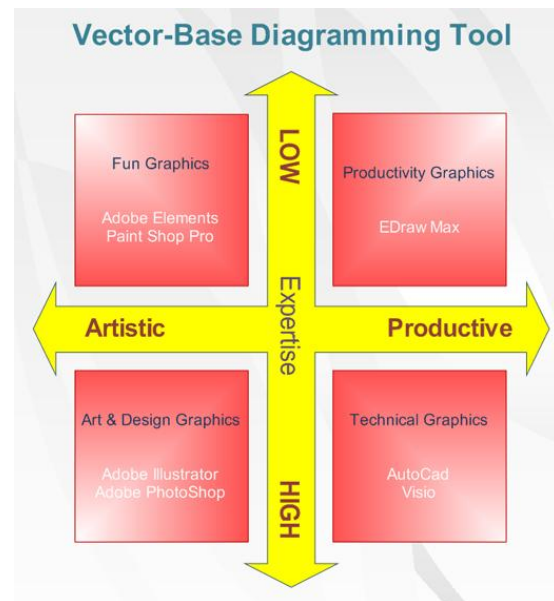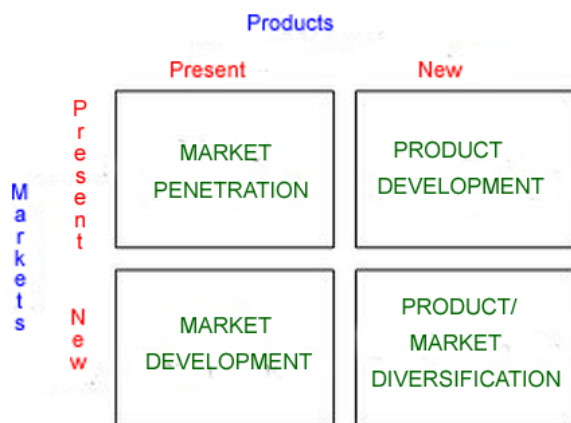
2. Venn diagram or set diagrams:

....

Words Different In Pronunciation, Spelling, and Meaning
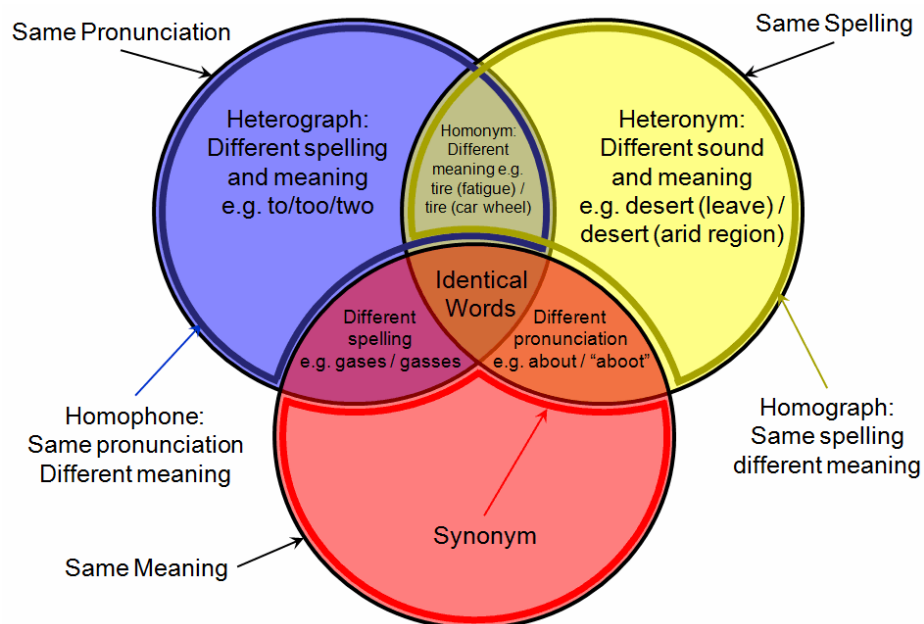
3. Flow diagram or chart
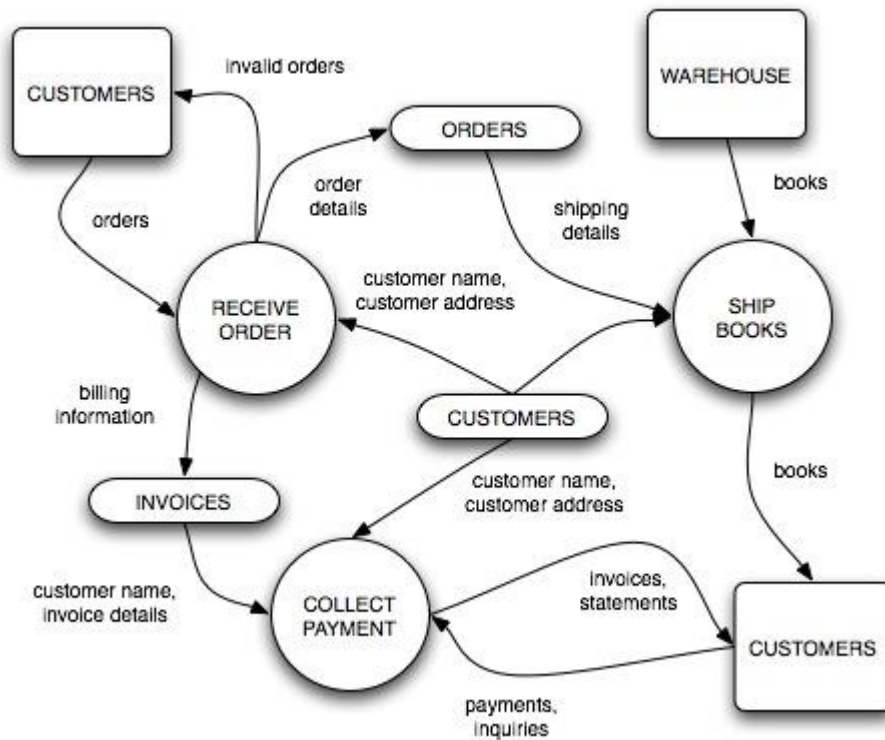
4. Decision Tree :

Figure 2
Example Decision Tree:
Should we develop a new
product or consolidate?

5. Cause-and-effect diagram

....
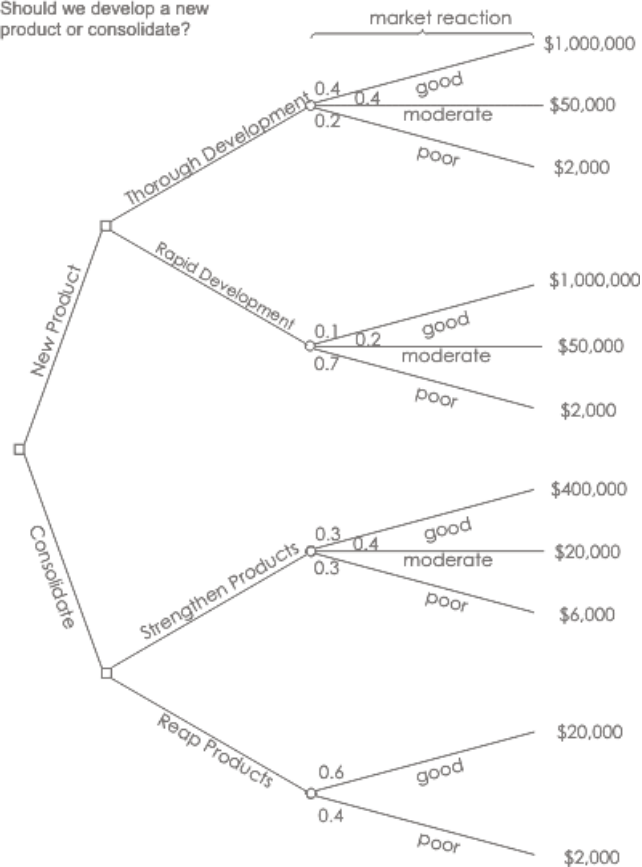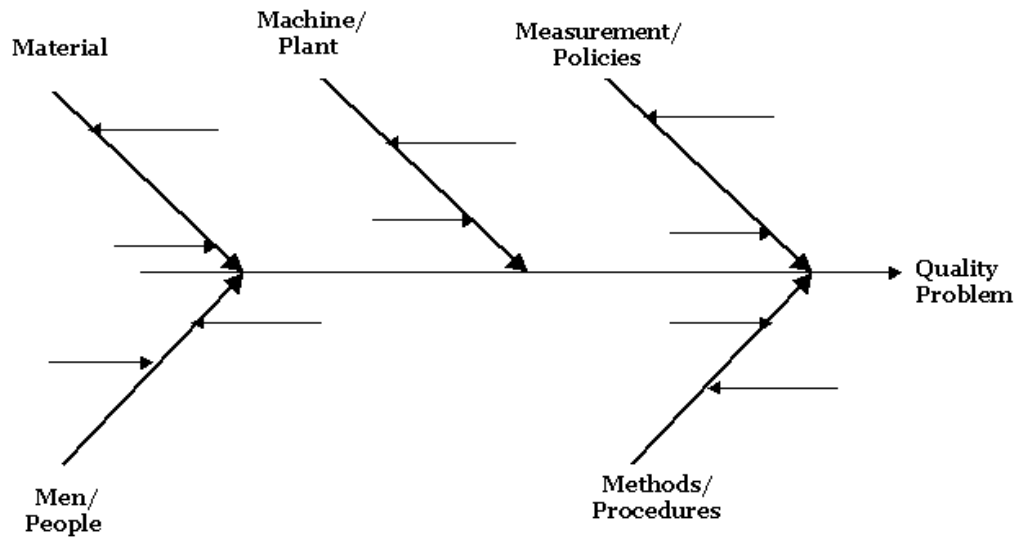


```
Material          Machine/          Measurement/
                  Plant             Policies


                                                      Quality
                                                      Problem


         Men/                        Methods/
         People                      Procedures
```

6. Mind map

....
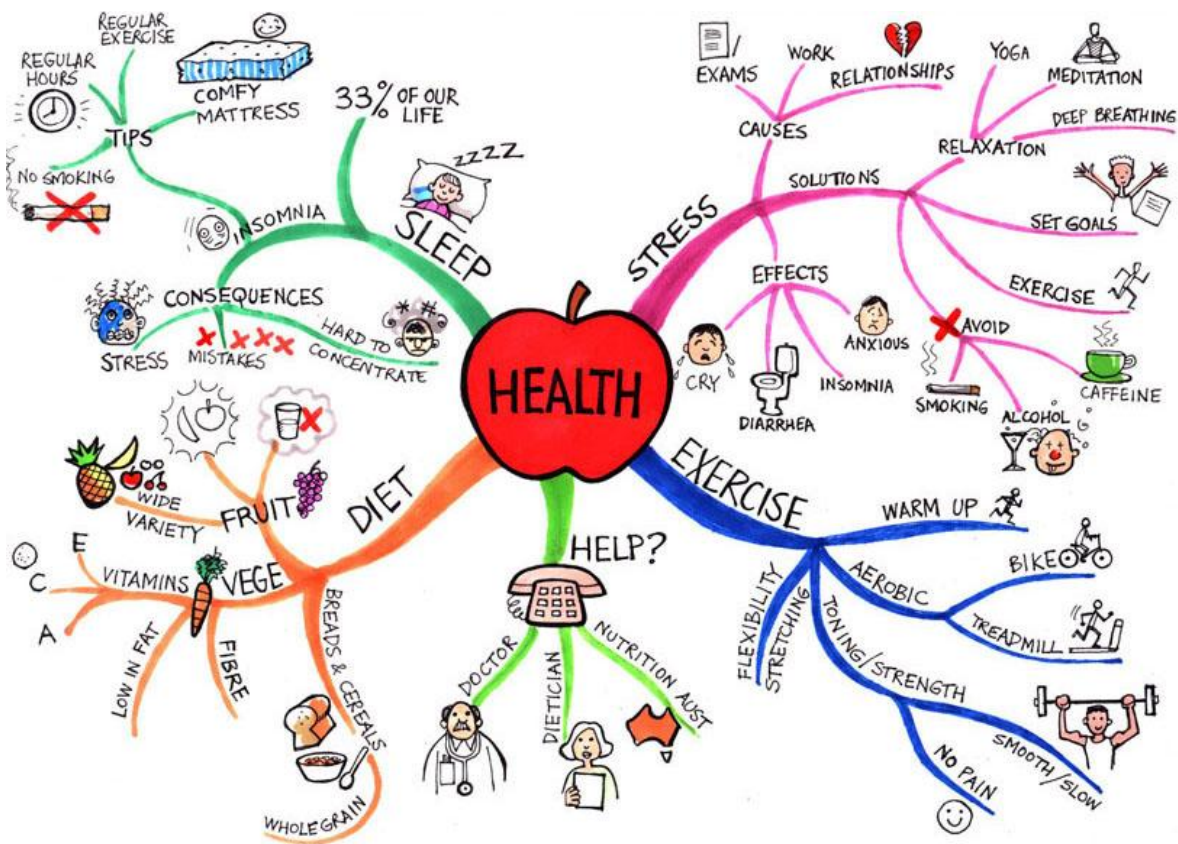
Which diagram type did you describe in a presentation ?
What was the presentation about?
*What did the diagram(s) describe ?*

There are also :

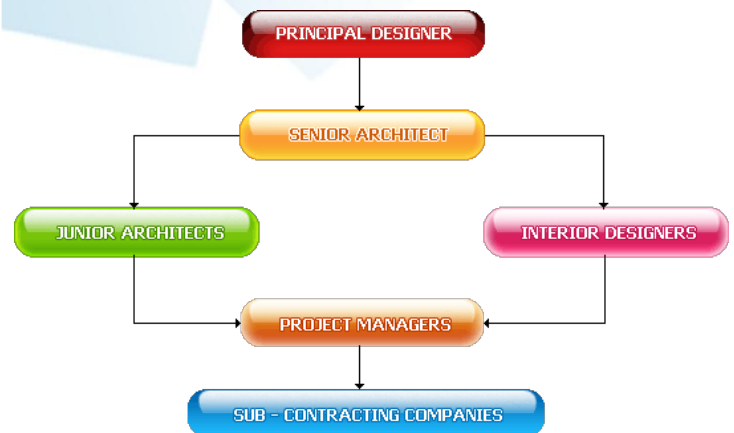**Gantt chart** is a type of bar chart that illustrates a project schedule.

Team chart is much like an Organization Chart in that it is arranged according to hierarchy or class structure. However, a (Project) Team Chart is specific to a project rather than a hierarchical map of an entire company.

Which one is a team chart or a Gantt Chart ?

A ………………………….
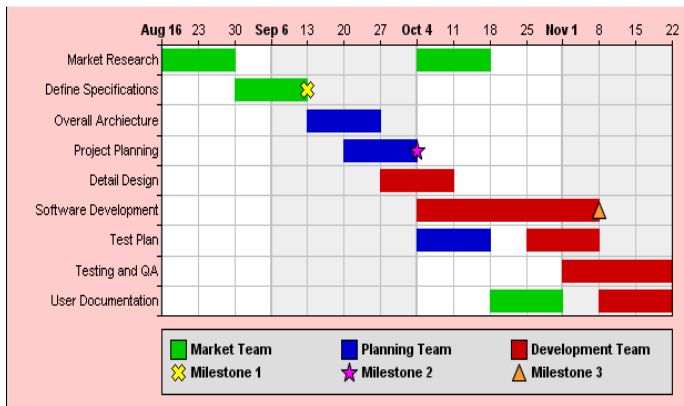
B …………………………………. .

What idea is best represented through these grahics ?

1. A process – 2. Targeting a market – 3. Roles and responsibilities
4. Decision making – 5. Product positioning

Powerful business graphics for common ideas (Source: http://www.smartdraw.com)
Here are some ideas that you can communicate more effectively with a graphic.

1. Marketing
   a. ……………………………. with Matrix diagrams
   b. ……………………………. with a Venn diagram
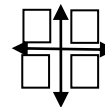
2. Business Strategy
   a. Presenting a ……………………… with a flow diagram
   b. ……………………… process with a decision tree
   c. Problem analysis with a cause-and-effect diagram
   d. Presenting ideas with a mind map
   e. Organization structure with an org chart
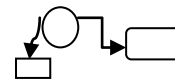
3. Project Management
   a. Presenting a project timeline
   b. Project roadmaps with a Gantt chart
   c. ……………………………. with a team chart

DESCRIBING A GRAPHIC/DIAGRAM 12 - 15 min
PART ONE

1. Describing a trend

VERBS + ADVERBS				
to lift				
to increase	↑			
to drop				
to plunge				
to fall				
to rise		steadily		
to decline		slightly		
to decrease	↓	dramatically		
to fluctuate		rapidly		
to dip		suddenly		
to go up		slowly		
to collapse		constantly		
to escalate		sharply		
to plummet		steeply		
to plunk				
to boost				

2. Making comments

ADJECTIVES + NOUNS			
uneven		dip	
slight		sales	
large		rise	
modest		fall	
steep		growth	
constant		climb	
stable		descent	
steady			

VERBS	
to remain (stable)	➔
to soar	
to weaken	
to recover	
to keep (constant, steady)	
to hit a low	
to slump	

a) Draw an horizontal arrow ➔for verbs or nouns meaning « stable », a vertical arrow going up ↑meaning "upward" or ↓ meaning "downward" or a N/A for "Not applicable"

b) Describe this graphic expressing the same idea 3 different ways using the vocabulary above from the 3 tables.
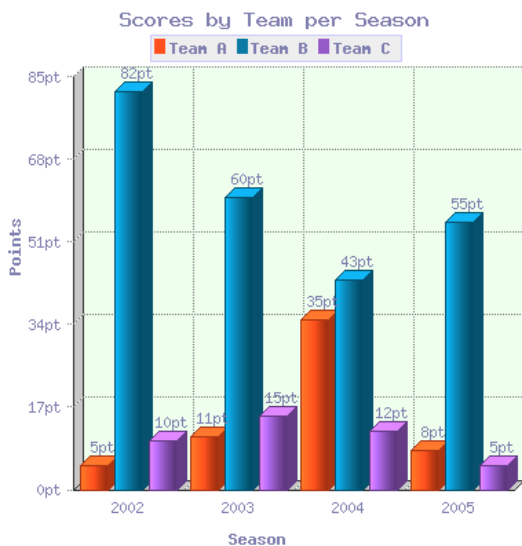

Scores by Team per Season
Team A Team B Team C

Table 1. Describing an evolution **1.**

1.………………………………………………………………………………………………

2. ……………………………………………………………………………………………..

3. …………………………………………………………………………………………..

Table 2 Making comments

4. ………………………………………………………………………………………………..

5. ……………………………………………………………………………………………….

6. ………………………………………………………………………………………………..

3. Presenting a diagram / chart / graphic : Connecting ideas

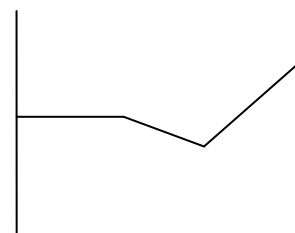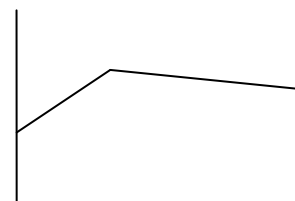| USE	PHRASES
Introducing / Explaining visuals	• Let's now look at this (diagram / graphic / graph / chart) showing • First let me quickly explain • The visual demonstrates you • As you can see this diagram display • You can see that the different (colors/sections/segment) have been used to illustrate
Highlight information	• I d like to start drawing your attention to • What I d like to point out here • I think you ll be (not) surprised to see • I d like to focus your attention on • Let s look more closely at • Pay close attention to
Cause	• Since • As } + subject + verb • Because • Because of • On account of } + noun • Due to
Effect	• For this reason • Therefore • So that } + subject + verb • Thus • As a result, • In order to + basic verb form

Rewrite the sentences

1. Then / will /pick up / for / rest of the year / the / profits / rapidly

2. In / slightly / costs / decrease / next few years / will / the

3. year / Costs / been / rapidly / rising / last / has

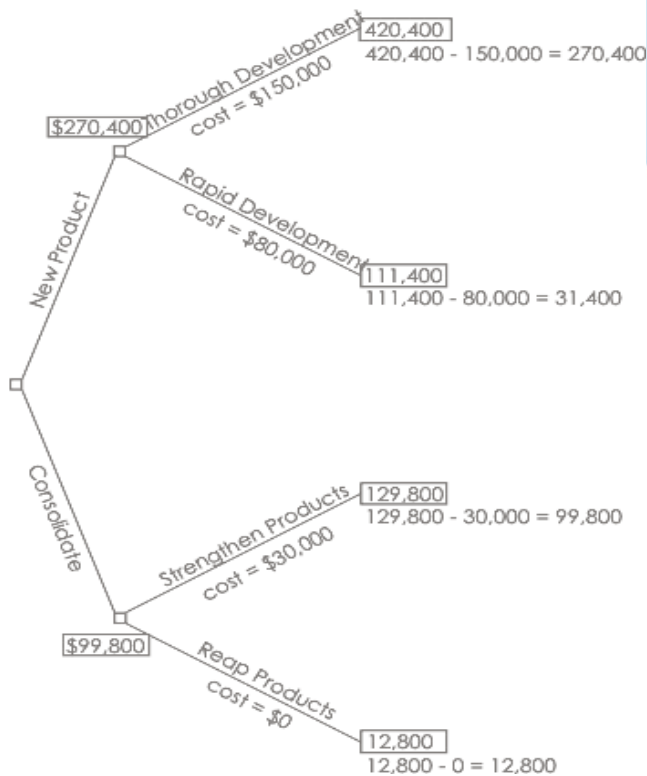4. I / profits / will / for / next two months /think / the / drop

5. Profits / have / for / remained / last / six months / the / steady

Complete the phrases with the vocabulary from the previous table.

More than one answer is possible

Figure 4:
Example Decision Tree:
Should we develop a new
product or consolidate?

New Product

Thorough Development
cost = $150,000

$270,400

420,400
420,400 - 150,000 = 270,400

Rapid Development
cost = $80,000

111,400
111,400 - 80,000 = 31,400

Consolidate

Strengthen Products
cost = $30,000

129,800
129,800 - 30,000 = 99,800

$99,800

Reap Products
cost = $0

12,800
12,800 - 0 = 12,800

Presenting the decision tree diagram :

1. ……………………………………………….is that developping a new product generate a greater benefit of $270,400

2. …………………… …………. the possible benefit of developing a new product or consolidate one.

3. The choice is evident. a………………………. both product consolidation strategies bring a lower financial gain. b. …………………… I believe developping a product is an advantage.

4. …………………… gain the highest financial return only one solution is clear developping thoroughly our product.

5. …………………………… the numbers speak for themslelve, I strongly recommend to start working on creating a new product.

LISTENING 5 – 8 min

1. Before listening :

The graph presentation you will hear is about DSI (days of sales in inventory).

It is a financial measure of a company performance giving an idea how long it takes a company to turn its inventory into sales. Ususally the lower DSI the better. Note that the average DSI from one industry to another varies.
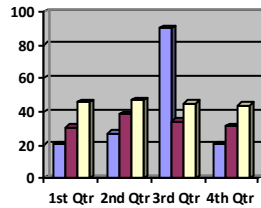
To calculate it : $DSI = \left(\dfrac{Inventory}{Cost\ of\ sales} \right) \times 365$
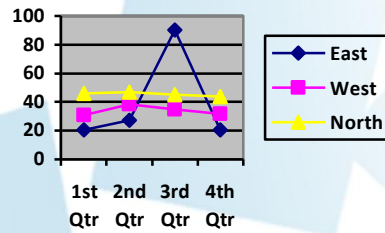
2. Listen and complete the graphic.

QUIZ 8 – 10 min
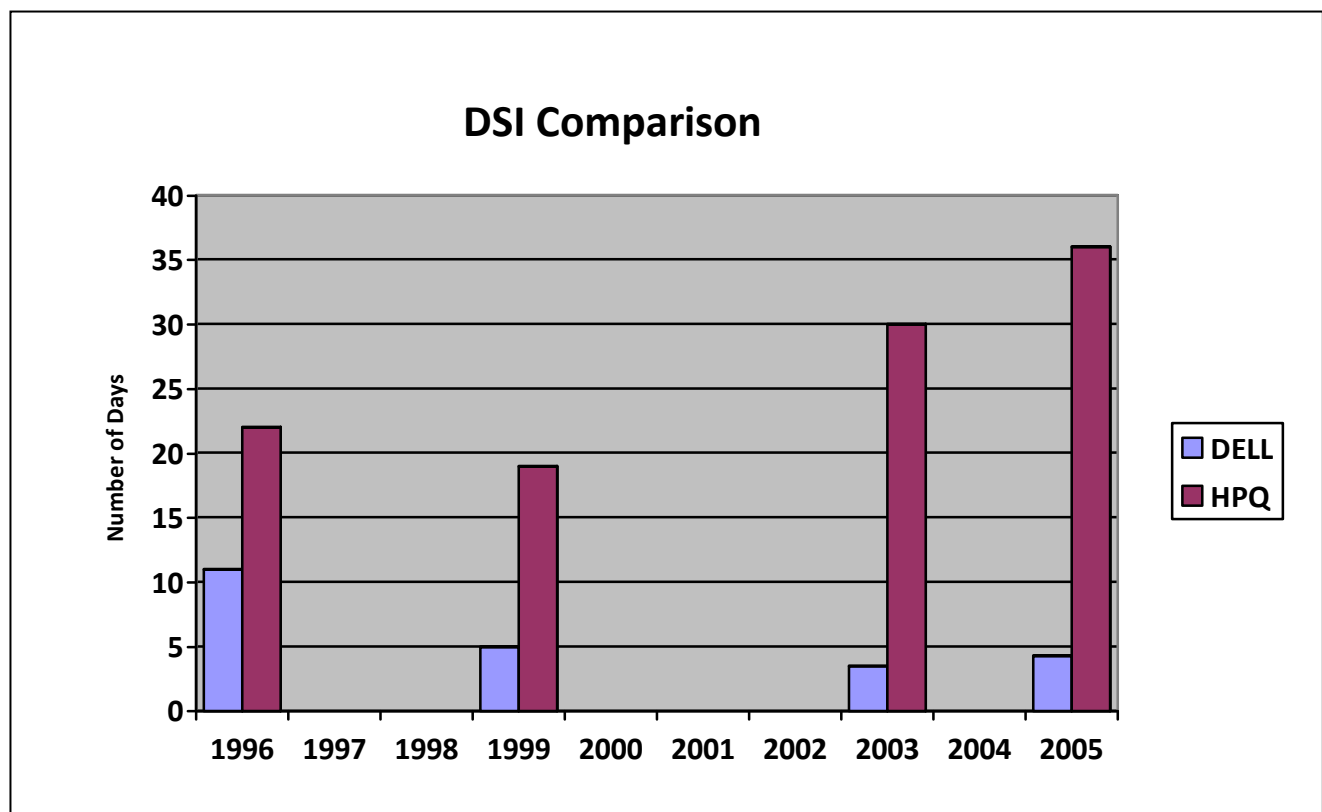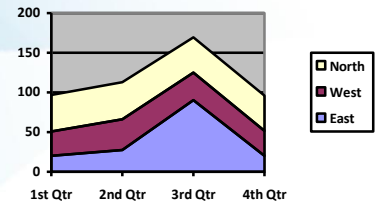
Match.

Area graph – Radar chart – Line graph – Bar graph – Pie chart

A.

B.

C.
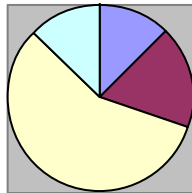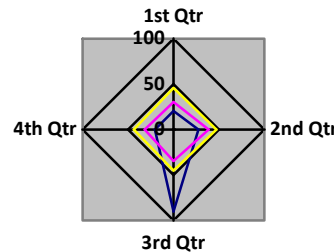
D.

E.

Complete the description. Use the correct verb form.

drop – soar - pick – remain the same - rose sharply – stabilized- level out

Crude oil, avg, spot price* chart in U.S. dollars (USD-$) per barrel

*Spot price (financial trem) : the current price of a commodity.

Crude oil, Spot Average price chart
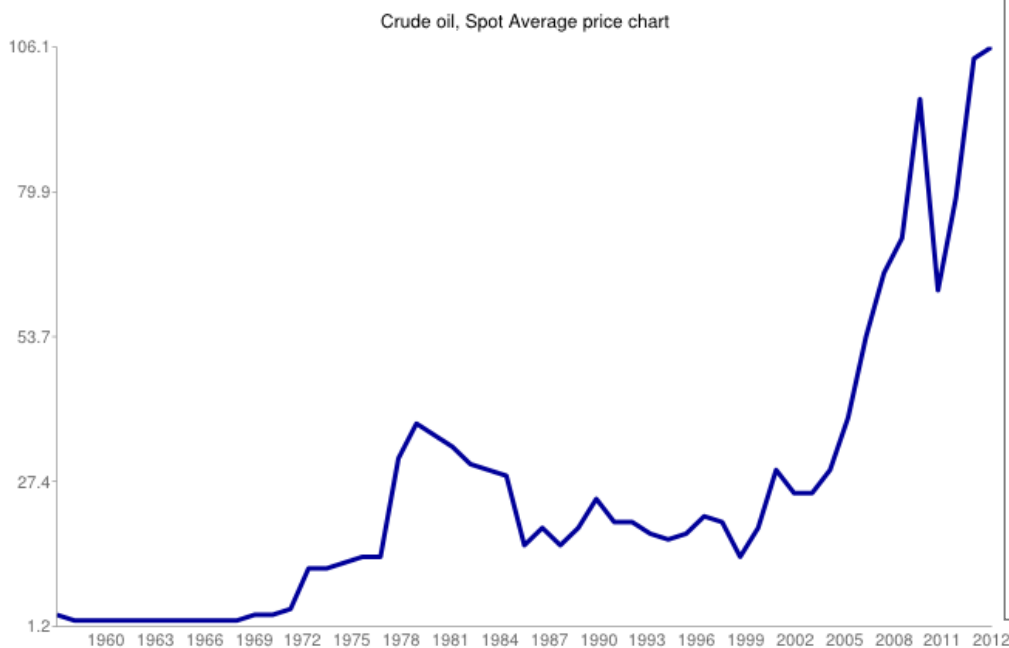
This graph illustrates the price in US dollars per barrel of crude oil from 1960 to 2012. In the sixties the price 1)_____ at 1.2 usd. The next decade, the price 2)_____ _____ at first and 3)_____. From the mid 70s, it 4) _____ to reach about 30 usd and there was a 5)_____ till the mid 80s. From that period and for about 20 years the price 6)_____ between 13 and 24 usd. After the price 7)_____ untill 2012 eacept for a sudden 8)_____ in 2011.

Match the diagram with its use

1. Positioning
2. Cause of an issue
3. Classifying and logical relation between a set of information
4. Visual representation bewteen ideas and information
5. Illustration of several course of action and its consequences

a)

Figure 4:
Example Decision Tree:
Should we develop a new
product or consolidate?

Thorough Development — 420,400
420,400 - 150,000 = 270

$270,400 — Cost = $150,000

Rapid Development
Cost = $80,000 — 111,400
111,400 - 80,000 = 31,4(

New Product

Consolidate

Strengthen Products — 129,800
129,800 - 30,000 = 99,8(
Cost = $30,000

$99,800

Reap Products — 12,800
Cost = $0
12,800 - 0 = 12,800

b)

Products

	Present	New
Present	MARKET PENETRATION	PRODUCT DEVELOPMENT
New	MARKET DEVELOPMENT	PRODUCT/ MARKET DIVERSIFICATION

Markets

c)

Same Pronunciation — Same Spelling

Heterograph:
Different spelling
and meaning
e.g. to/too/two

Homonym:
Different
meaning e.g.
tire (fatigue) /
tire (car wheel)

Heteronym:
Different sound
and meaning
e.g. desert (leave) /
desert (arid region)

Identical Words

Different
spelling
e.g. gases / gasses

Different
pronunciation
e.g. about / "aboot"

Homophone:
Same pronunciation
Different meaning

Homograph:
Same spelling
different meaning

Same Meaning — Synonym

Words Different In Pronunciation, Spelling, and Meaning

d

7. Review Drafts

6. Take a Longer Break

5. Extend or Rewrite First Draft

Writing Process

1. State Your Intention

2. Get the Facts

3. Write a First Draft

4. Take a Break

e

Factors contributing to defect XXX

Measurements	Materials	Personnel
Calibration	Alloys	Shifts
Microscopes	Lubricants	Training
Inspectors	Suppliers	Operators

→ Defect XXX

	Angle	
Humidity	Engager	Blade wear
Temperature	Brake	Speed
Environment	Methods	Machines