

A close-up photograph of a stack of US coins, including several quarters and a single penny on top, resting on a US dollar bill. The background is slightly blurred, showing the texture of the paper and the details of the currency.

E-TALKING
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Business Presentation

Talking About Visuals in Detail

 view



INTRODUCTION

CEF Learning Goal:

Learn to describe visuals in English

Visual aids are very important in a presentation, as it demonstrates information in a clear way. Using English to **accurately describe these visuals is essential** to mastering English business presentation. In this lesson, we will learn every related to describing visuals in a presentation.

START





W A R M - U P

What visuals do you usually use in your presentation?

What are some of the pros and cons of these visuals?



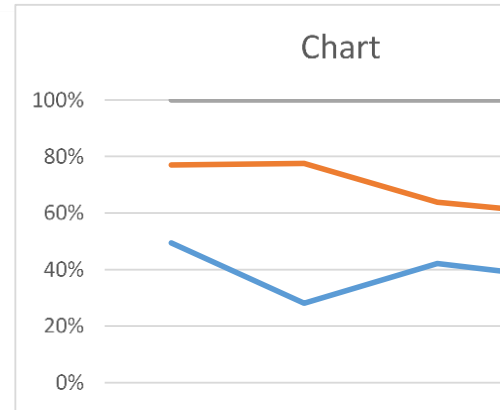
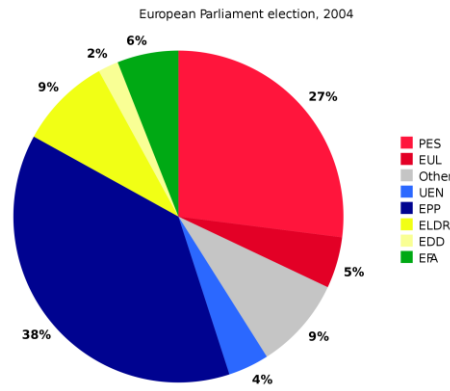
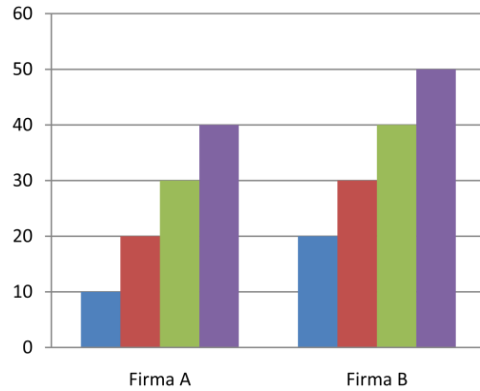
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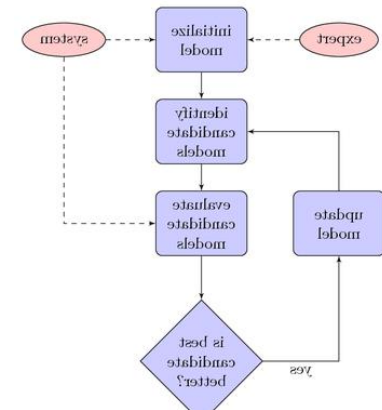
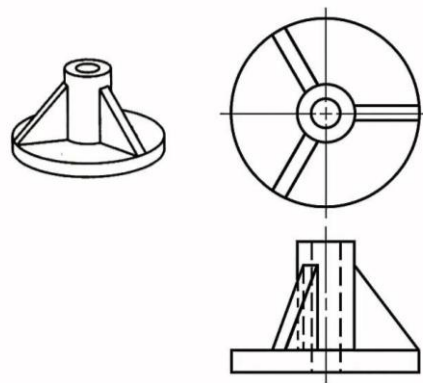
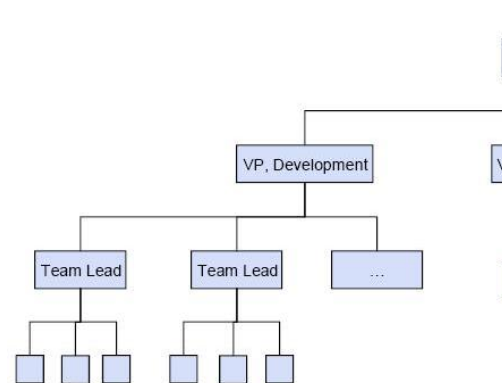
GETTING STARTED

Can you name any of these visuals? Do you use them often?

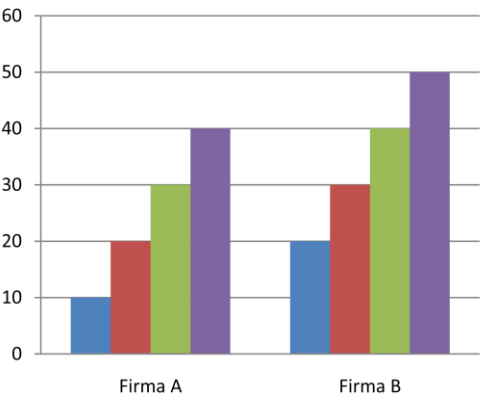
Can you name any of these visuals? Do you use them often?



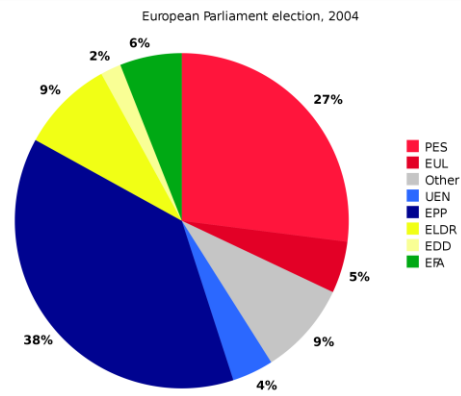
| City or Town | Point A | Point B |
|--------------|---------|---------|
| Point A | 50 | 60 |
| Point B | 87 | 25 |
| Point C | 64 | 56 |
| Point D | 80 | 55 |
| Point E | 60 | 75 |



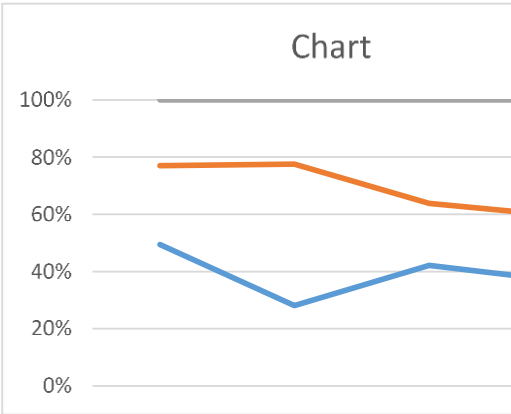
01 Common Visuals



Bar Chart

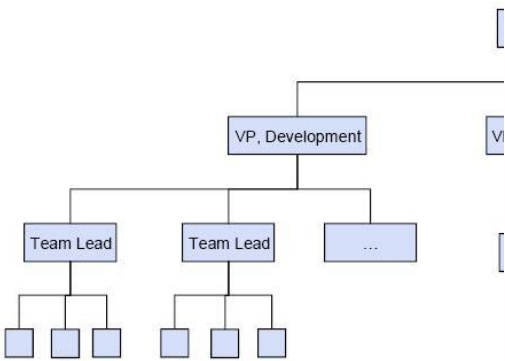


Pie Chart

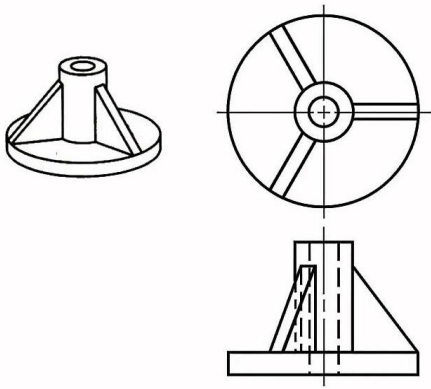


Chart

| City or Town | Point A | Point B |
|--------------|---------|---------|
| Point A | 50 | 60 |
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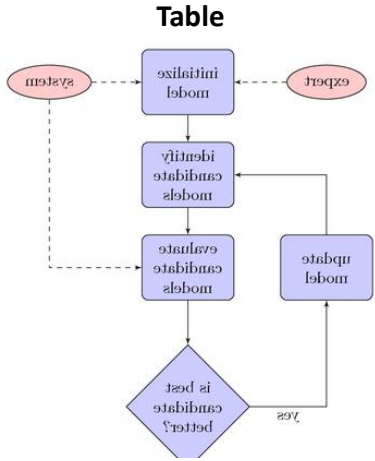
Organizational Chart / Organigram



Technical Drawing



Map



Flow Chart



DISCUSSION

- How are these visuals used in your presentation?
- Which visual aid(s) do you use to describe your company's market share?

How do you use these kinds of visuals?

- Which visual do you use the most in your presentation? Why?

02 Describe The Visuals

Look at the examples and phrases to describe visuals

1. The next chart shows the number of employees by age in our company
2. You can see that the biggest increase in sales indicates a trend
3. Let's now look at the sales figures over the past five years
4. The key in the bottom right corner shows you which color matches which area
5. I'd like you to turn your attention to the revenue numbers for Taipei branch – that's the green line here



Indicates (verb) – points out; show

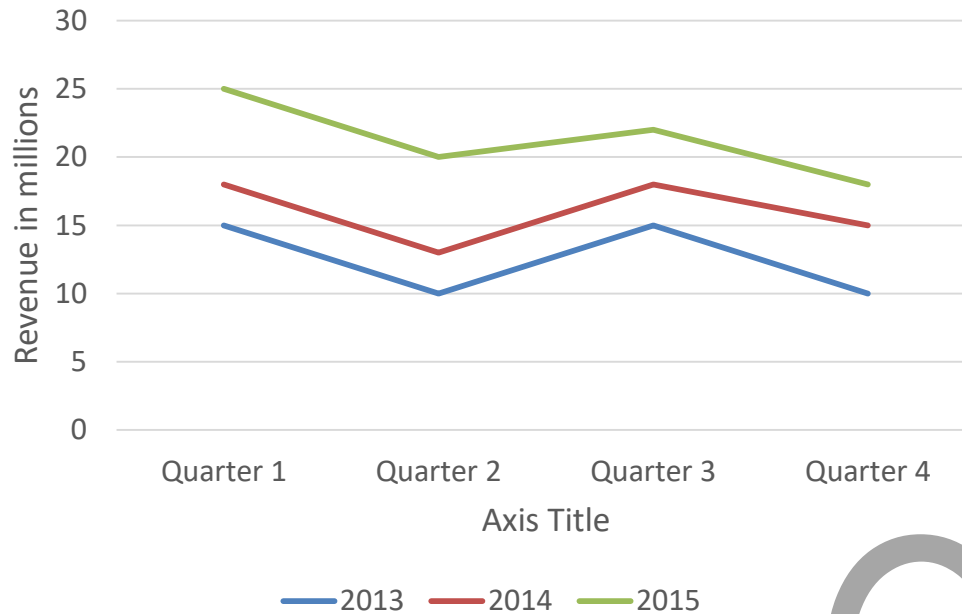




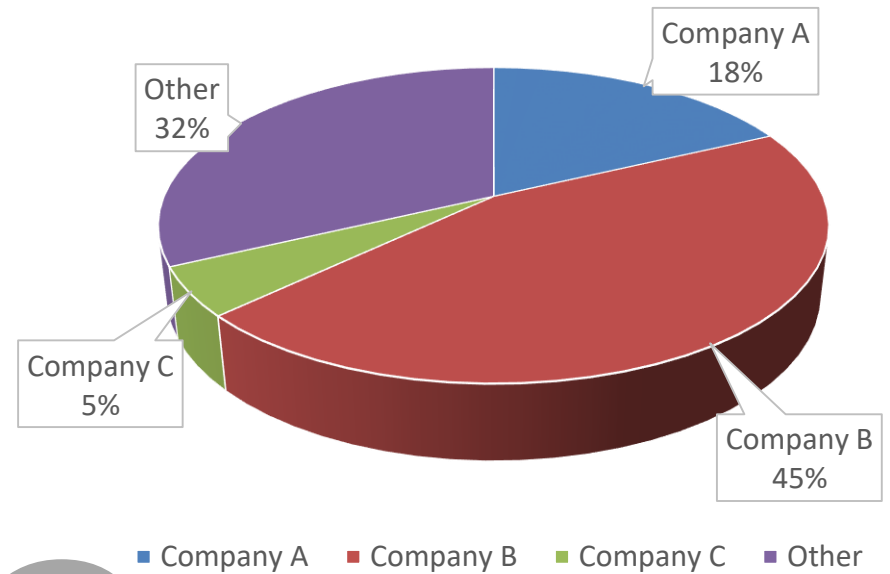
PRACTICE

Look at the visuals and practice describing them to your classmate

Company Revenue



Market Share



03 Talking About Visuals

The first thing when you prepare visuals is that they should be clear and easy to follow. However, sometimes you need to explain a more complex visual:

Explaining a visual

1. Let's look at the next slide which shows a ...
2. First, let me quickly explain the chart.
3. You can see here that different colors represent a different ...
4. The symbol in the upper right-hand corner is ...

Highlighting information

1. I'd like to start by showing ...
2. What I'd like to point out here is ...
3. I think you'll be shocked to see ...
4. Let's take a closer look at ...



QUICK ASSESSMENT

Match the left part to the sentences on the right used to talk about visuals

- | | |
|---|--|
| 1. Let's have a look | a) shows our revenues since 2015 |
| 2. The graph on the following slide | b) the next pie chart |
| 3. The names of the new models are listed | c) at how the new department will be structured. |
| 4. You can see the test results in the | d) attention to the numbers in the lower-right chart |
| 5. This aspect of the problem is shown in | e) table on the left |
| 6. I'd like to draw your | f) across the top |

04 Describing Movement

These verbs are used to describe upward, downward, or other form of movement.

| <u>Upward</u> | | <u>Downward</u> | | <u>Other</u> | |
|---------------|---------|-----------------|---------|--------------|---------------|
| Climb | Pick up | Decline | Go down | Fluctuate | Remain stable |
| Go up | Recover | Drop | Plunge | Hit a low | Stabilize |
| Grow | Rise | Fall | | Reach a high | Stay the same |
| Increase | Double | | | | |



We use the past simple to talk about a movement or trend that happened in the past and is now finished. Use time phrases such as *last month/year, in February, from 2010-2014, etc.*

1. In May the rate of increase **rose** to 5 million.
2. Our business almost **doubled** in Summer.
3. The car production in China **increased** by 100% in 2015 alone.

We use the present perfect to talk about a movement or trend that started in the past but is not yet finished. Use time phrases like *since, for, this month/year, or over*

1. The number of Japanese investors **has increased** since 2014.
2. The number **has grown** rapidly over the past four months.



PRACTICE

Make sentences in the past simple or present perfect.

1. Energy consumption / decrease / over the past 6 months
2. Last year / gas prices / go up
3. Yesterday / interest rates / increase / as expected
4. Online sales / hit a low / after 2015
5. Between October and December / order volume / remain stable
6. Number of consumers / grow / since 2010
7. Price / sharply / go up / because of increased commodity price / since January
8. Revenue / not drop / this quarter / despite expectation

05 Interpret the visual

Occasionally, it is necessary to interpret the visual and explain the reason behind the cause or the effect

Explaining Cause

1. There are several **reasons** for the decrease ...
2. The fall was **caused** by the collapse of ...
3. We chose this method **because** we needed **reliable** numbers ...

Explaining Effect

1. The **result** of this move was a **drastic** increase ...
2. Downsizing **resulted** in a significant decrease in employees.
3. We increased our prices **and** our sales has gone up.
4. Our number has tripled **thanks to** our new strategy.
5. Our new plan has **led to** a drastic decrease in cost.



Reliable (adjective) – able to be trusted

Drastic (adjective) – extreme in effect





PRACTICE

Use the examples from last slide and create your own sentences to explain

cause and effect

05

REVIEW DISCUSSION

Now that we have finished the lesson, let's recap by describing the things we have learned in the checklist below.

- ✓ **Make your visual as clear and easy to understand as possible**
- ✓ **Start by telling the audience what the visual illustrates**
- ✓ **Highlight the main points**
- ✓ **Talk about the importance of the points (and explain cause or effect)**
- ✓ **Use appropriate verbs to talk about movement / development**





SPEAKING TASK

Use any of the charts in this lesson or a graph or chart of your own and try to use the words and phrases from this lesson to present to your classmate.

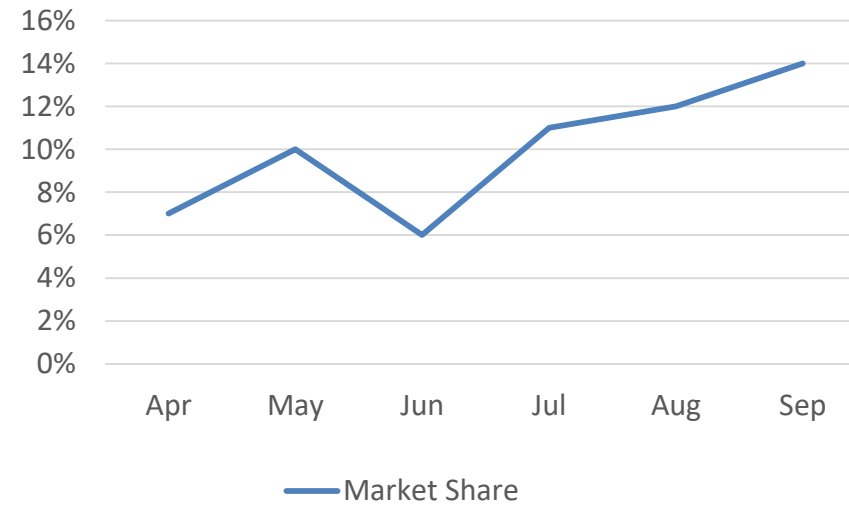


ASSESSMENT

**Arrange the sentences in order. These sentences are used to
describe the graph on the next slide.**

- ❑ In June, however, the program's market share dropped to 6%.
- ❑ Over the next 3 months, the numbers continue to rise steadily and achieved a new high for each month: 11% in July, 12% in August, and 14% in September.
- ❑ The next graph shows the market share of *Simple Life* for the first 6 months after it was launched in April 2015.
- ❑ This drastic decline has a simple cause. The company lost a large portion of our audience to live TV broadcast of two major events: World Cup and NBA Championship.
- ❑ As you can see, we started off with a fairly low market share of about 7%.
- ❑ Fortunately, this was only a temporary setback.
- ❑ Audience ratings improved drastically, climbing to 10% in May.

Simple Life



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Thank you !

