Business Presentations
Advanced

Session 6: Using Visuals
Learning Objectives

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In this session, you will:

• Work on distinguishing different types of visual aids.
• Use a variety of language to describe charts.
• Discuss ideal visuals for varying objectives during a presentation.
Let’s Get Started

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Which Type of Visual?
Using visual aids plays a large role in effective presenting techniques. Match the graph or chart to its purpose and appropriate name.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Names</th>
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</thead>
<tbody>
<tr>
<td>a. Compares two categories</td>
<td>i. Image or photo</td>
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<tr>
<td>b. Provides important historical information</td>
<td>ii. Line chart</td>
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<tr>
<td>c. Shows percentages of the whole</td>
<td>iii. Bar chart</td>
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<tr>
<td>d. Presents and idea</td>
<td>iv. Timeline</td>
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<td>e. Explains processes at work</td>
<td>v. Flowchart</td>
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<tr>
<td>f. Shows growth and decline over time</td>
<td>vi. Pie chart</td>
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</table>
Let’s Practice

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Using a Variety of Visual Aids

Use the words and phrases to fill in each section of the presentation. Your coach will choose one student for each section of the presentation. Read your section as if you were giving a presentation, with correct emphasis and pauses.

1. Customer Grouping

Looking ________, you can see our current customer base. Young adults ________ 19 and 25 make up nearly half of our customers. The teenage bracket and the group I like to call the young professionals each follow that by ________. This indicates that the ________ of our customers are young individuals.
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2. Quarterly Sales

Next, ________ sales. There has been impressive growth over the past four quarters in each region ________ by this ________. Notably, there was a ________ in sales in each quarter for both the Asian and European regions. However, there was a ________ in North American sales in the second quarter due to a hard winter. The third and fourth quarters improved significantly with a ________ in sales during the fourth quarter.
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Your coach will ask you to give a mini-presentation on different topics using visual aids. Take a few minutes to consider how you will explain the information in the visual aid using the target language, and then give a presentation.

1. Consumer Interest – You and a colleague are giving a presentation about consumer interest.
   - Our Customers Today - Speak about the ages of your customers.

![Pie chart showing customer age distribution](chart.png)
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2. Human Resources – You and another human resources staff member are giving a presentation about some human resources topics. Review staff costs using a pie chart and cover staff trainings using a flowchart.

- **Staff Costs** - Speak about the percentage of total staff costs.

- **Training** - Speak about how to request training.
Apply It!

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Find an example of a bar chart online. Practice describing growth and decline using the expressions you have learned.