Business Presentations
Intermediate

Session 6: Using Visuals
Learning Objectives

Intermediate

In this session, you will:

• Think about how to use visual aids in presentations.
• Learn about different types of visual aids.
• Use a variety of language to describe charts.
Thinking back on presentations you have attended, discuss the following questions with your coach:

• What are some of the most impressive visual aids you have seen used in a presentation? Why?
• What are some of the worst visual aids you have seen used in a presentation? Why?
Using visual aids plays a large role in effective presenting techniques. Match the graph or chart to its purpose and name.

Purpose
1. Shows percentages of a whole
2. Shows growth and decline over time
3. Compares two categories

Names
a. bar chart
b. line graph
c. pie chart
Let’s Discuss

Based on your experience of giving and attending presentations, look at the following statements and say whether you agree or disagree. Be prepared to explain why you agree or disagree.

1. Don’t talk to your visual aid, talk to your audience.
2. Always use a laser pointer.
3. Cover up or turn off a visual aid when you are finished explaining it.
4. Bullet points should repeat exactly what you have said to help the audience remember important points.
5. Images are stronger than words.
6. Use the 5/5 rule: five words per line of text with no more than five lines of text.
7. Use lots of animations, such as moving text, in your presentation to catch your audience’s attention.
Let’s Practice
Intermediate

Use the words and phrases to fill in the sentences below taken from a presentation on a company's customer base.

1. Customer Grouping

1. Looking __________, you can see our current customer base.
2. Young adults ________________19 and 25 make up _______ of our customers.
3. Teenagers and the group I like to call the young professionals each make up _____________.
4. This indicates that the ________________ of our customers are young individuals.
Let’s Practice
Intermediate

5. Next, ____________ sales.

6. There has been impressive growth over the past four quarters in each region ____________ by this ____________.

7. Importantly, there was a ________________ in sales in each quarter for both the Asian and European regions.

8. However, there was a ________________ in North American sales in the second quarter due to a hard winter.
Apply It!
Intermediate

Your coach will ask you to give a mini-presentation using a pie chart. Take a few minutes to consider how you will explain the information in the visual aid, and then give a presentation.

**Our Customers Today** - Speak about the ages of your customers.

**Vocabulary**

- A small portion of
- A large portion of
- An equal portion of
- the majority of
- leading with
- behind by
- the age group between
- older customers
- younger customers