



BUSINESS ENGLISH PHRASES

Presentations In English Super Triple Pack

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Presentations Series 4
Describing Graphs and Figures

Introduction	<p>Ok let's look at the graph for 2012. This graph compares operational costs to profits. This chart compares operational costs to profits. This graph shows operational costs from 2008 to 2013 This chart shows operational costs from 2011 to 2013.</p>
Referring	<p>As this graph shows we can see operating costs rose in March 2010. As you can see operating costs rose in July 2010. This part of the graph clearly shows a sharp rise in operating costs.</p>
Move from point to point	<p>Ok I'll start by explaining operating costs in 2010. First we'll look at 2010. Next, we'll look at 2011. Let's move on to the next point.</p>
Describing: Go up quickly	<p>Prices surged in April 2011. Prices soared in May 2011. Prices shot up in May 2011.</p>
Describing: Go up slowly	<p>Costs rose slowly in May in 2011. Costs increased steadily in May 2012. Costs went up gradually in May 2011.</p>
Describing: Go down quickly	<p>Share prices slumped last year. Share prices plummeted last year. Share prices plunged last year.</p>
Describing: Go down slowly	<p>Market share slide in June 2012. Market share decreased slowly in June 2012. Market share went down gradually in June 2011.</p>
Describing: Recover	<p>Revenues bounced back in May 2009. Revenues recovered in May 2011.</p>
Describing: Maintain the same level	<p>Growth reached a plateau in March 2013. Growth levelled off in March 2012. Growth stabilised in March 2013.</p>
Describing: Reach a high point	<p>Productivity peaked at 6% in the middle of May. Productivity reached a high point of 6% in April.</p>
Describing: Reach a low point	<p>Operational costs hit rock bottom in June 2011. Operational costs bottomed out in June 2012. Operational costs collapsed to its lowest level in June 2010.</p>
Describing: Trends	<p>In the Q1 (first quarter) there has been a sharp rise. Since October 2012 and until January 2013 prices have stagnated. The trend was increasing costs between June and October 2012.</p>
Describing: Future trends	<p>Over the short term we are expecting a fall in profits. Over the short run we are expecting a rise in profits. Over the medium term there will be a fall in profits.</p>
Describing: Future trends	<p>Over the medium run there will be a fall in profits. Over the long term we'll see a rise in profits. Over the long run we'll see a rise in profits.</p>
Emphasising a point	<p>We do see a need for implementing this plan now.</p>

What I'm suggesting are cuts in production.
We need to reduce packaging size and weight.

Presentations Gold Series 2
Interpreting Visuals

Introduction	Have a look at this diagram. Take a look at this graph. Let's look at last year's revenue figures.
Introduction	This graph represents 2013 revenue growth. Here we can see 2015 revenues forecasts. As you can see this visual explains why revenues have slumped in 2014.
Drawing attention	I'd like to draw your attention to January 2013. If you look closely you'll notice a fall before growth recovered. Let's look closely at the last 6 months growth figures.
Drawing attention	I would like to point out in more detail the 2 nd Quarter (2Q) of 2013. You can all see in the 3Q what happened to growth. You will notice a sharp drop in market share in the 4Q.
Cause and Effect	As a result of the cost savings the project's viability has been guaranteed for 2014. Due to the cost savings the project's viability has been guaranteed for 2014. Owing to the cost savings, pre-tax profits have returned to pre-2013 levels.
Cause and Effect	This has lead to a sharp rise in pre-tax profits in 2014. Because of the cost savings we have seen a sharp rise in pre-tax profits in 2014. The effect of this has been a sharp rise in pre-tax profits in 2014.
Interpreting (general)	The implications of this are that revenues will rise in 2014. The conclusions to be drawn from this are that the project is viably sound based on market assumptions. As we can see there is no link between these two variables.
Interpreting (summarising the findings)	One of the more significant findings to emerge from this study is that there is now a clear link. It has also shown that time was a key factor. This study has found that in 2014, 77% of employees feel engaged. The following conclusions can be drawn from the present study. Firstly employee engagement is high.
Interpreting (summarising the findings)	This research has shown that most employees feel aligned with the company's values. The second major finding was poor communication. The results of this investigation show that employee engagement is high. The most obvious finding to emerge from this study is that employee engagement is improving.
Interpreting	The evidence suggests that there are high risks.

(suggesting implications)	The results of this study indicate that there are limited risks. The results of this research support the idea that there are limited risks.
Interpreting (suggesting implications)	The general rule is it seems that the risks are both low and negligible. Taken together these results suggest no link. One implication is the possibility that a strong relationship exists between the two variables. The findings of this study were inconclusive.

Author

My name is Christopher Wright and co-director of TETC, The English Training Company (www.englishtco.com).

My company TETC and I have helped thousands of companies and professionals succeed in Business English and to become advanced Business English speakers.

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