

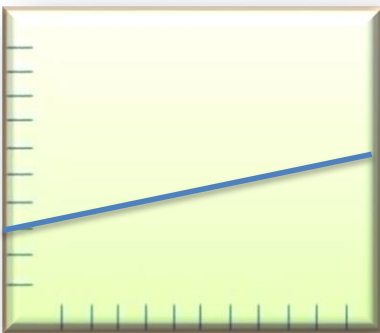
Presentation: Giving an annual report and making projections!

The main aim of this class is to give a presentation to outline the changes of a particular area in a company from the previous year, using graphs to explain trends, and, make a projection for the coming year. The language from this lesson is not just useful for presentations, but can also be used for discussing many aspects of a company's performance.

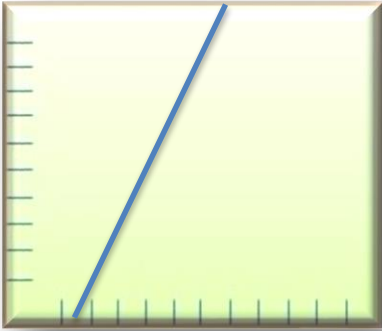
Main points:

- 1) Report changes/trends using graphs.
- 2) Give explanations for these changes.
- 3) Make a prediction for the coming year based on this information.

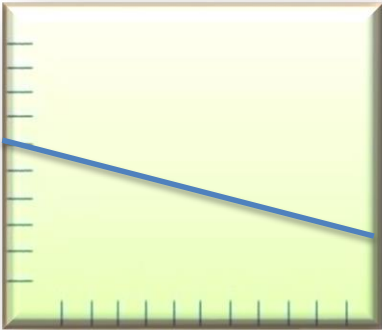
1) Report changes/trends using graphs: Vocabulary



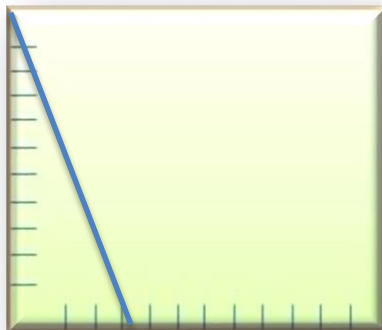
increased slightly
a slight increase
rose gradually
a gradual rise
climbed slowly
a marginal improvement
picked up a little



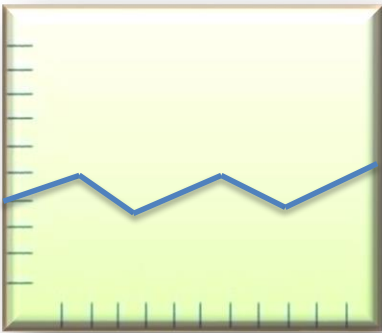
increased sharply
a sharp increase
rose dramatically
a dramatic rise
shot up
accelerated growth
a significant improvement



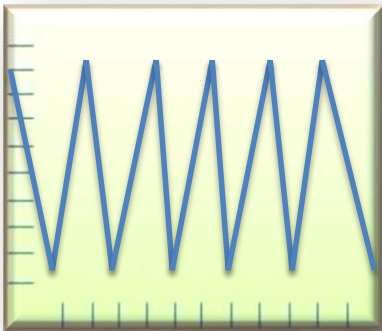
declined gradually
a gradual decline
decreased slightly
a slight decrease
fell slowly
a marginal drop
shrank a little



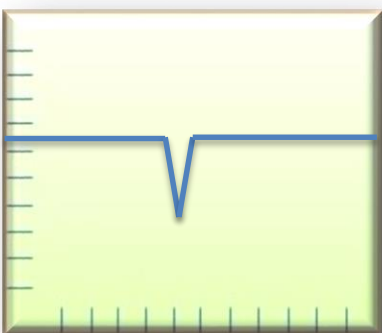
declined dramatically
a dramatic decline
decreased sharply
a sharp decrease
plummeted
fell significantly
a sharp drop



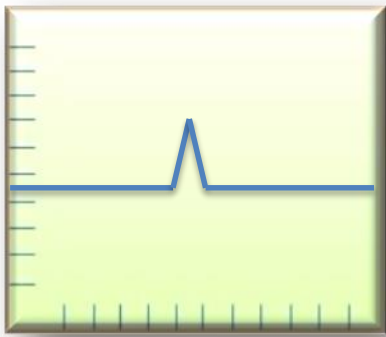
fluctuated mildly
a mild fluctuation
a period of instability
wavered slightly
inconsistent
showed erratic behaviour



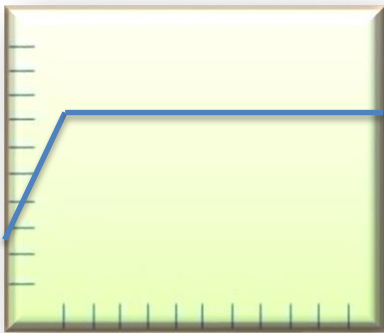
fluctuated wildly
a wild fluctuation
fluctuated dramatically
wavered intensely
dramatic inconsistency



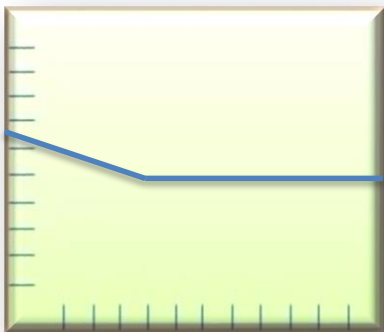
dipped in June
fell to yearly low
was stable then dipped



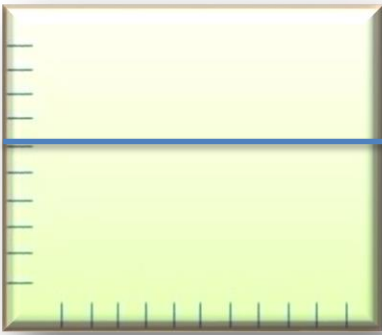
spiked in June
 hit a yearly high in June
 was stable then spiked



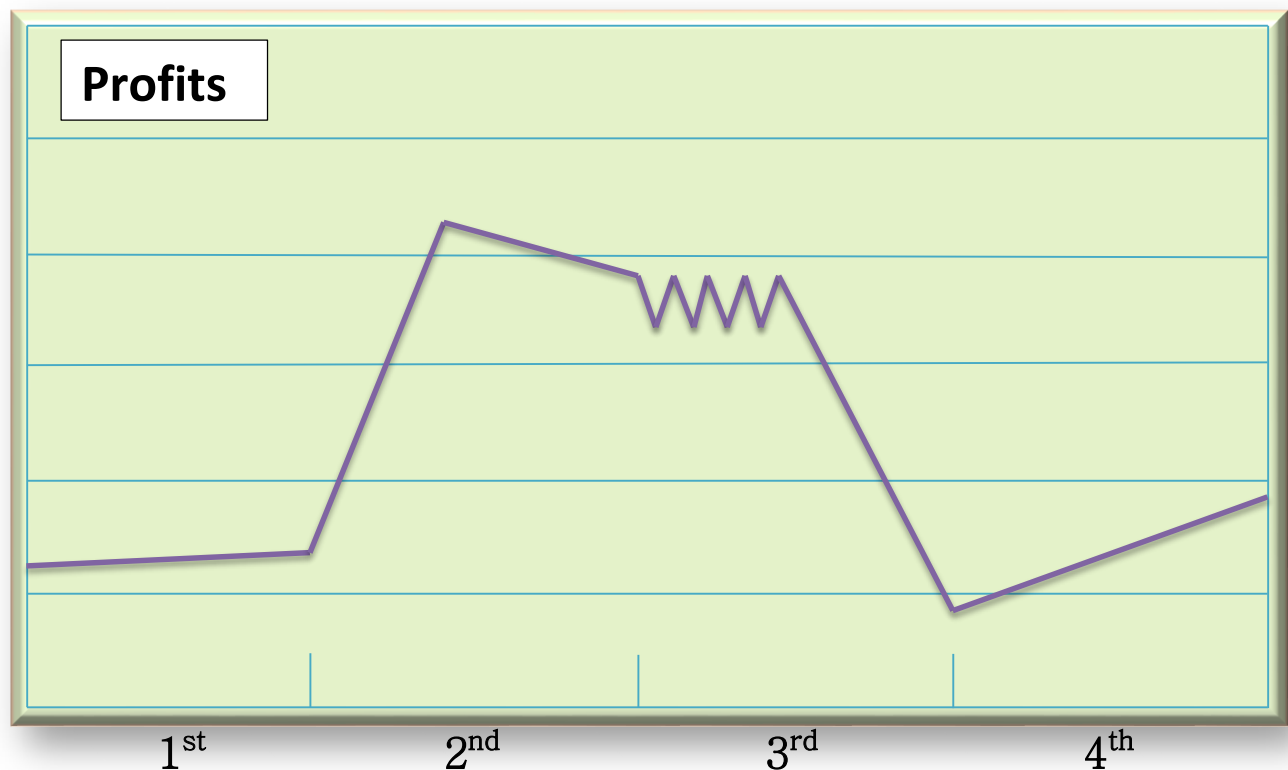
rose sharply, then peaked in February
 remained steady for the rest of the year
 a dramatic increase in the first two months, then stabilized
 rose significantly, then evened out



declined gradually, then bottomed out
 in April after which it evened out for
 the rest of the year
 fell slightly, then stabilized
 a slight decrease in the first three months then stabilized in April



remained steady
a period of stability
stayed on track
continued unchanged
kept stable



In the first quarter of last year profits rose steadily.

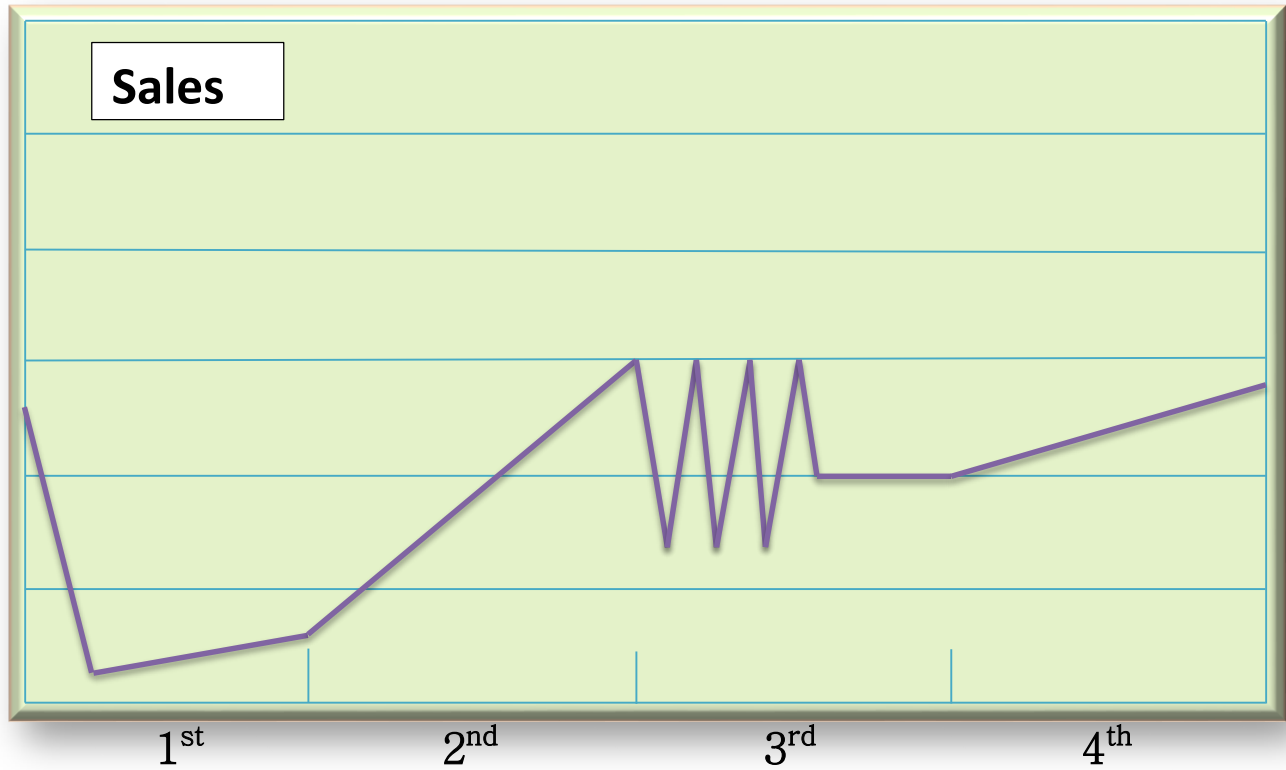
At the beginning of the second quarter there was a sharp increase in profits, and then profits declined gradually for the remainder of the quarter.

The third quarter began with a mild fluctuation of profits, but then profits plummeted.

In the fourth quarter profits increased slightly.

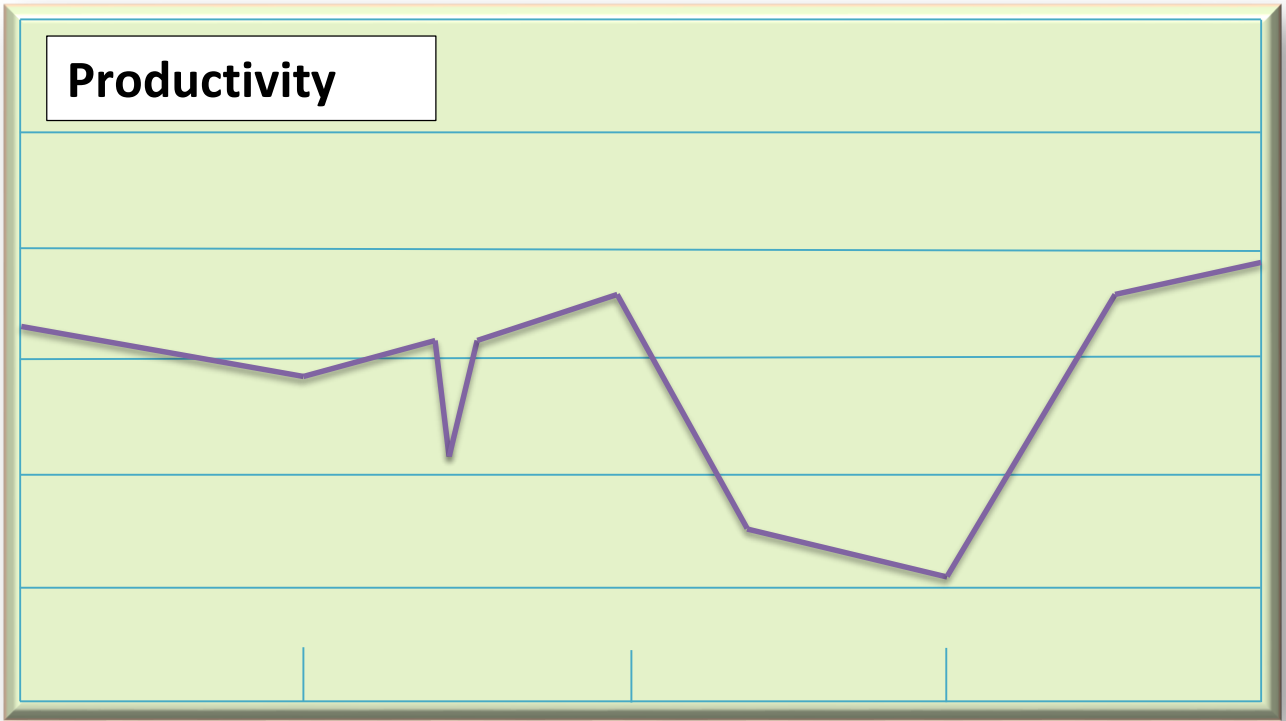
The year ended with profits slightly higher than at the same time the previous year.

Exercise: Practice using the new vocabulary to describe the trends in the following graphs.



Example: At the beginning of the first quarter sales dropped sharply, then, for the rest of the quarter there was a gradual increase.

Productivity



1st

2nd

3rd

4th

2) Give explanations for these changes: useful phrases.

due to – Profits fell in the third quarter **due to** our product recall.

because of – In the second quarter the stock price fluctuated dramatically **because of** the entry of so many inexperienced traders to the stock market.

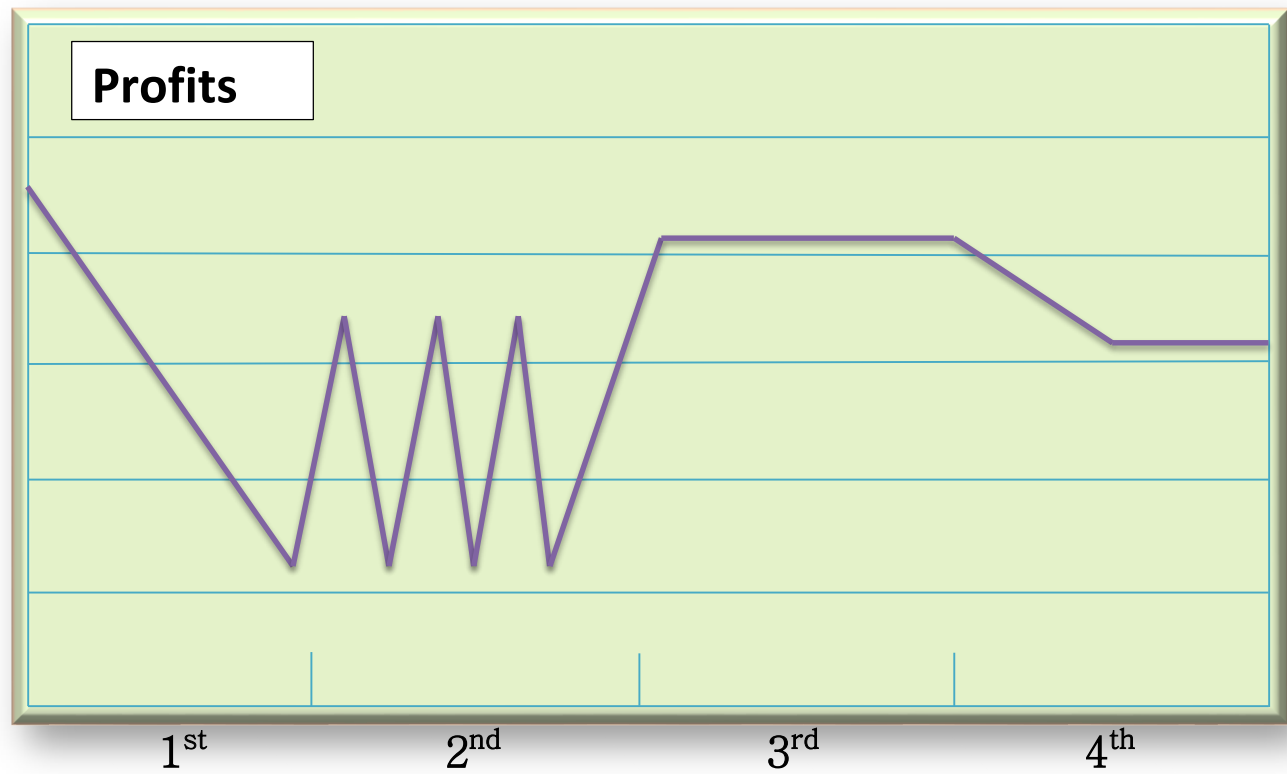
as a result of - Sales shot-up in the first quarter as a result of our new product release.

brought about by – New investors increased sharply in the final quarter **brought about by** lower interest rates.

thanks to – Resign rates dropped sharply this year **thanks to** our improved benefits package for employees.

which explains – There was uncertainty in the market **which explains** the mild fluctuation in stock prices.

accounts for – Our main competitors' new product release **accounts for** our sharp drop in revenue.



In the first quarter profits declined dramatically due to decreased shopping activity after the Christmas holiday.

In the second quarter there was a wild fluctuation in profits as a result of our main competitors trying to match our special offers. By the end of the second quarter profits increased sharply as our quality could not be matched.

Profits remained steady in the third quarter owing to our sustained advertising campaign.

There was a gradual decline in profits at the beginning of the fourth quarter because of the usually quiet shopping months before Christmas. Profits bottomed-out in November and remained steady for the rest of the year.

Profits ended slightly lower than the same time in the previous year as a result of the sudden popularity of our competitor's product.

3) Make a prediction for the coming year based on this information.

- For the coming year we predict...
- For the coming year we expect...
- In the next financial year we anticipate...
- In the next year we will...
- This year we are going to...

Presentation's introduction:

- **This graph shows the relationship between** the cost of... and why changes occurred over the previous year.
- **Axes:** The **vertical axis represents** the level of productivity and the **horizontal axis represents** a period of one year.
- **The line indicates** the values of... at different points in time.
- After explaining the graph I would like to present to you our **projections for the coming year.**

Exercise: Assign one of the following graphs to each group of students to prepare a presentation which should explain the trends, give explanations for the changes that occur and make projections for the year to come.

Stock Price



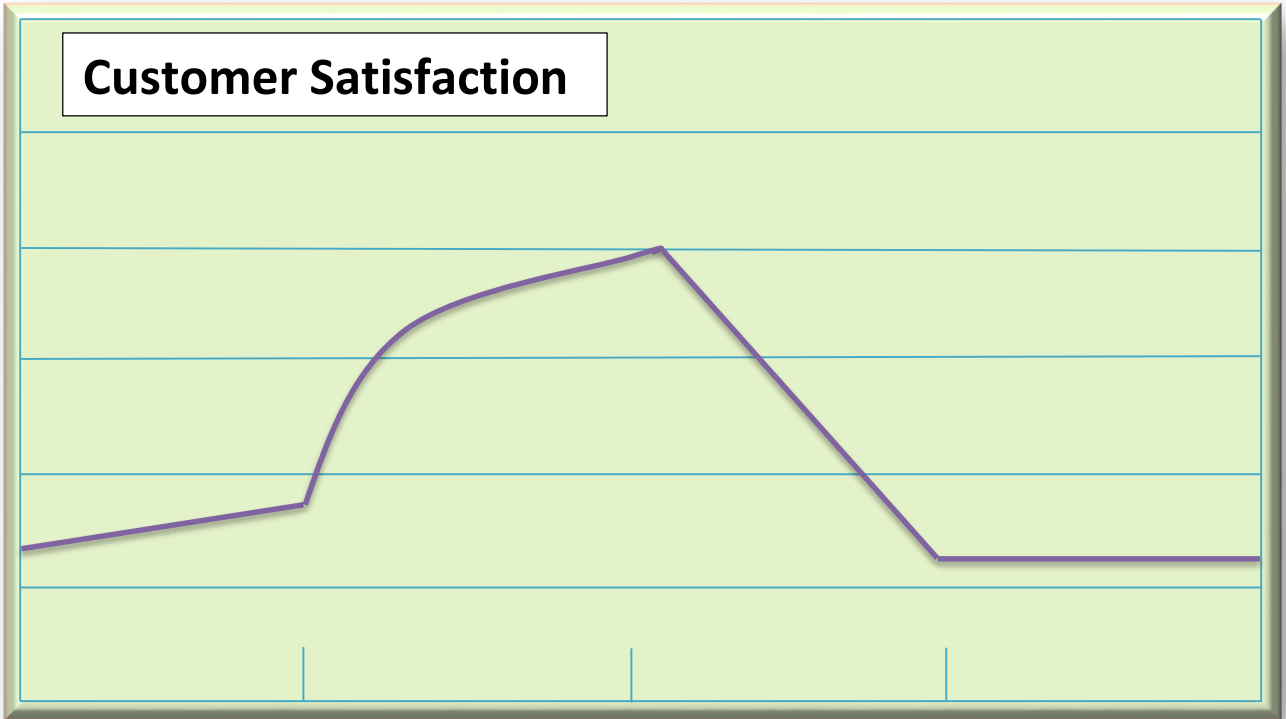
1st

2nd

3rd

4th

Customer Satisfaction

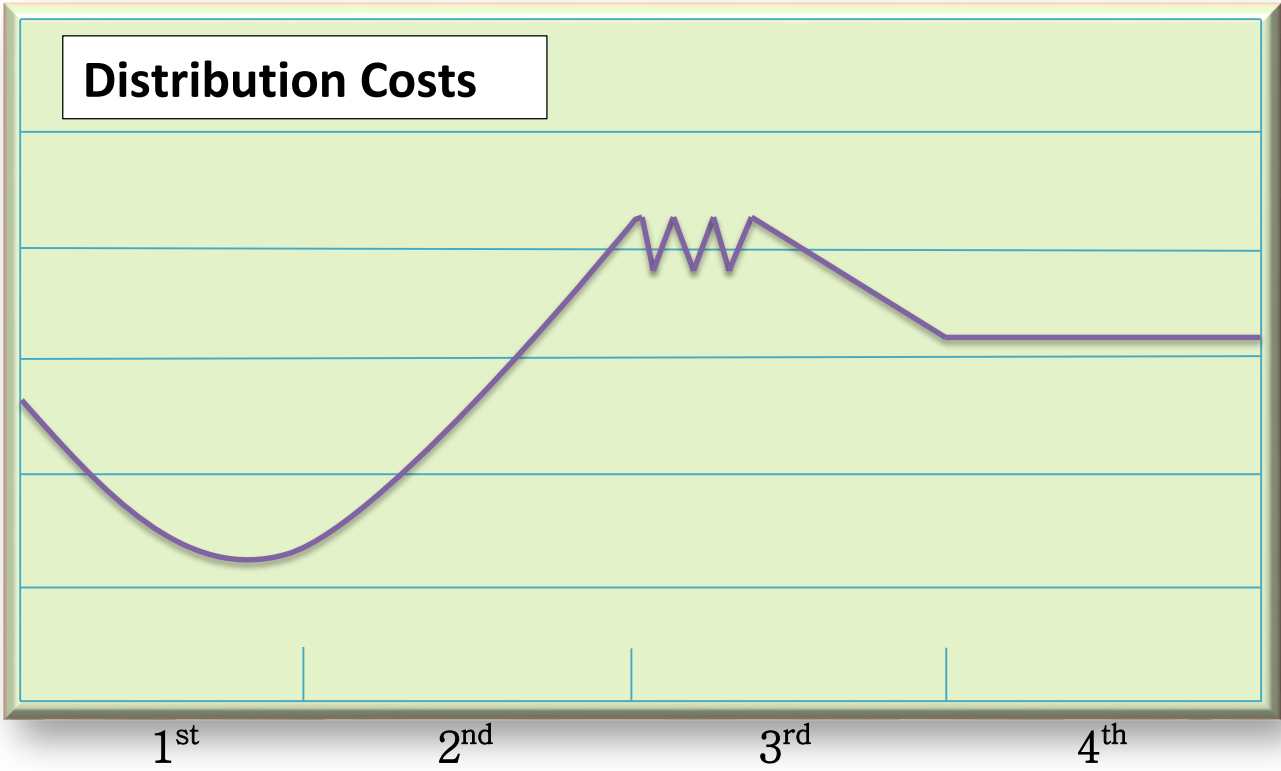
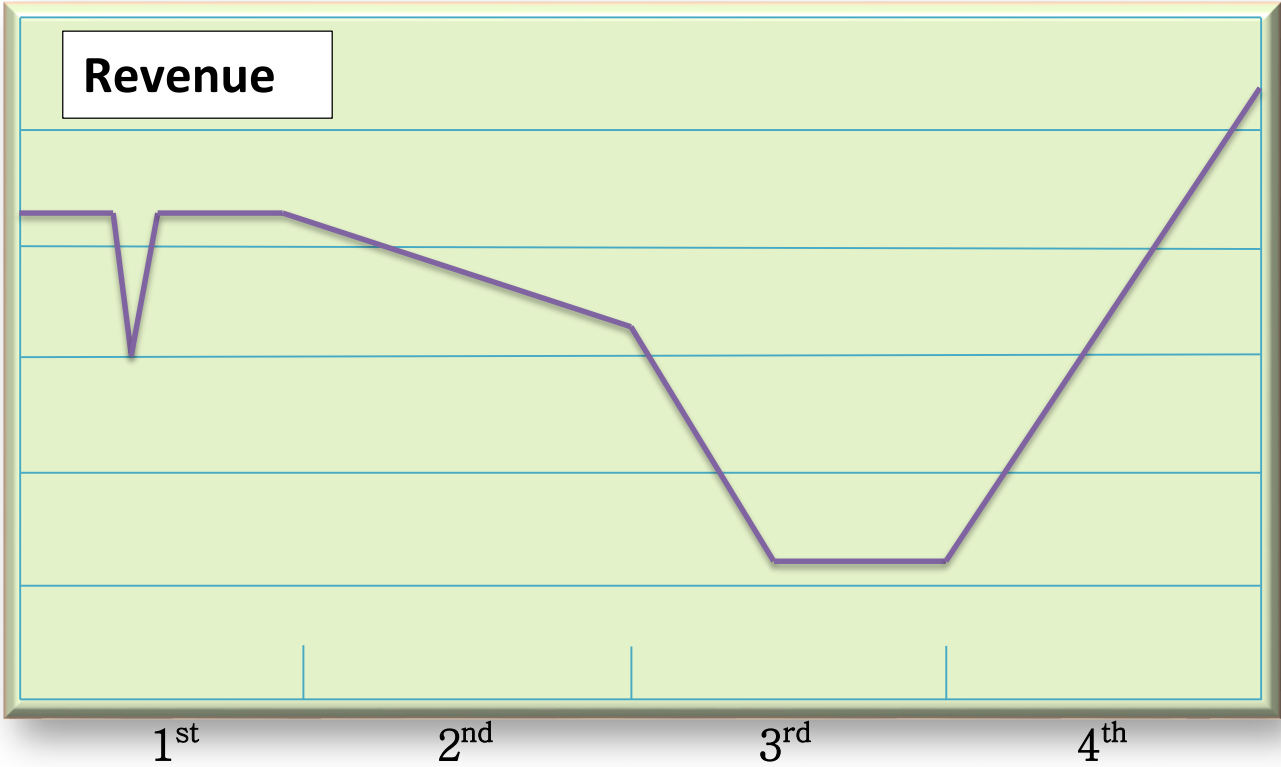


1st

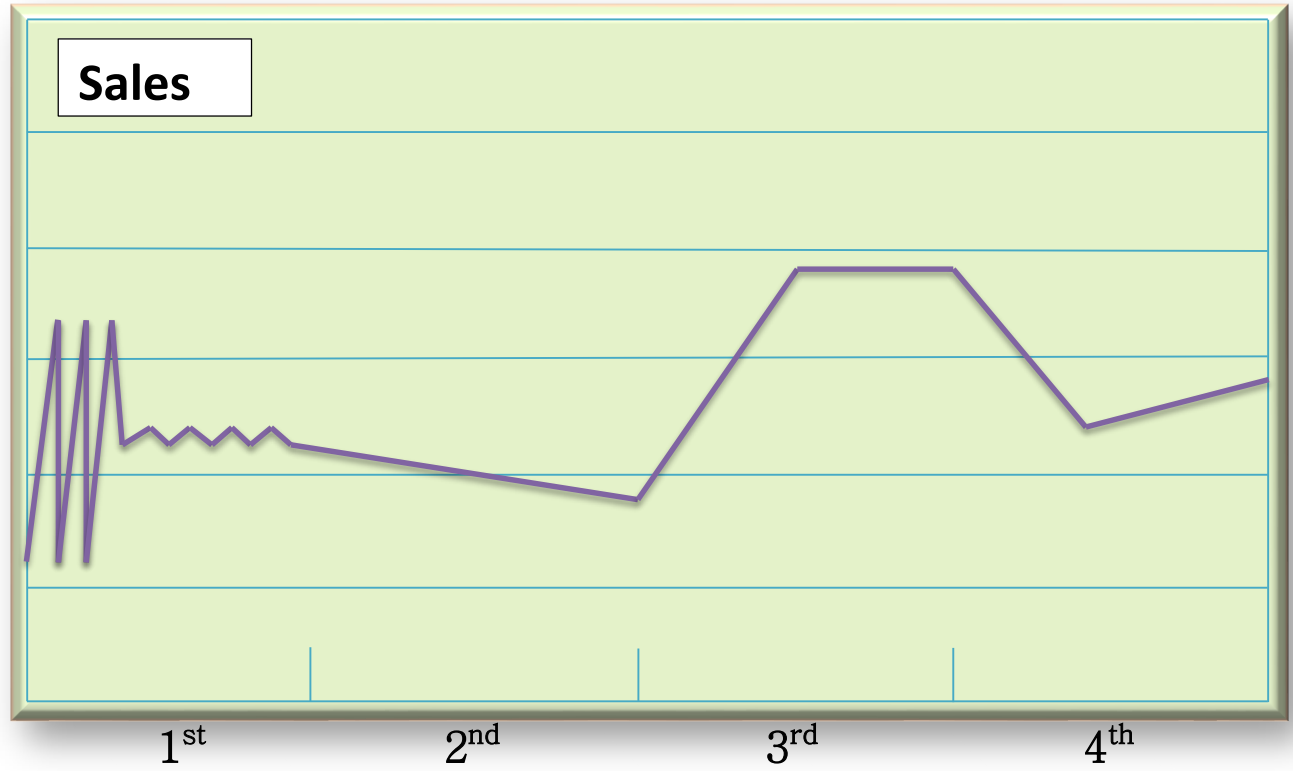
2nd

3rd

4th



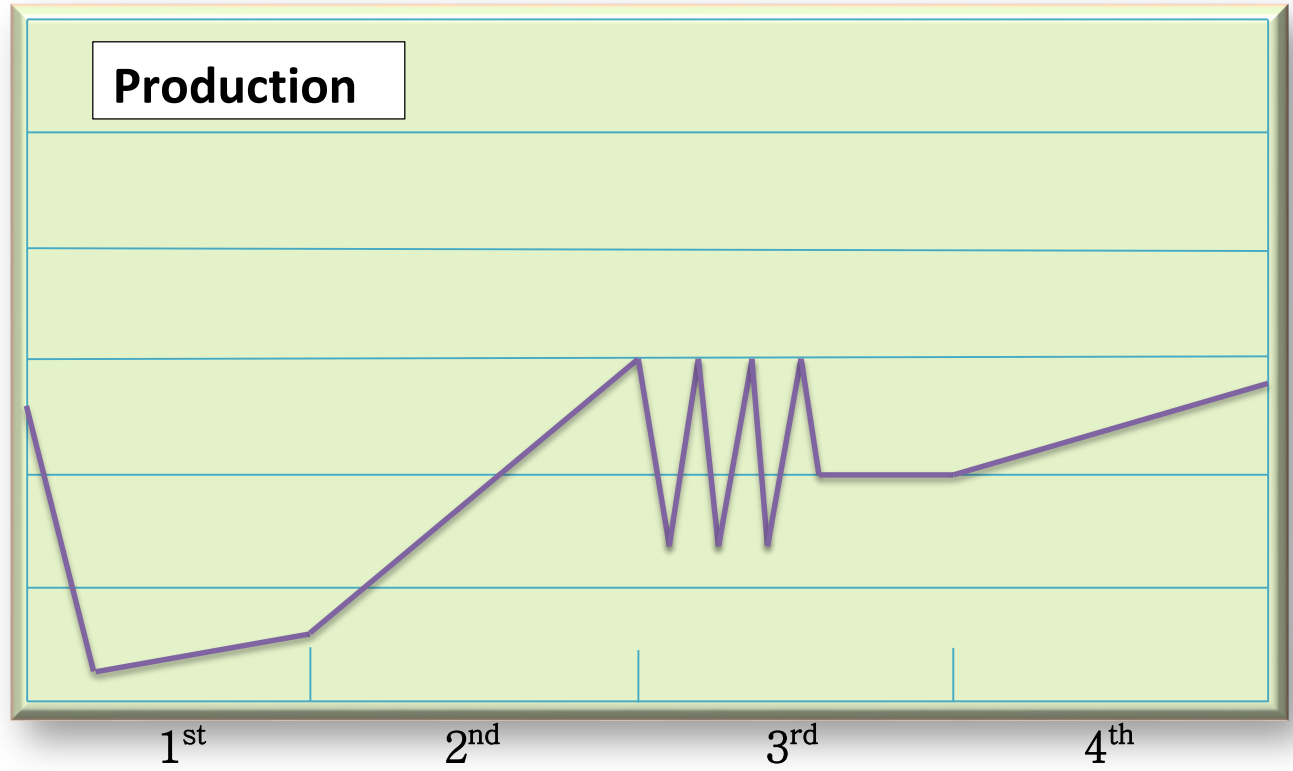
Sales



Labor Costs



Production



Profits

