

Secondly, I will share with you what I believe to be the reasons for low performance in this division. Thirdly, I will suggest solutions for tackling this problem. At the end of my presentation we will have a discussion where you can express your views about the problem.

- B. This morning I am going to talk to you about our new policy on personal loans. I will begin my presentation by outlining the main features of this policy. I will then go on to highlight the major employee benefits of this new policy. Next I will talk you through the new procedure for availing these loans. Please feel free to ask any questions you may have in the course of the presentation.
- C. I'm here to make a presentation on Netlinks Worldwide. I shall begin with a brief history of the company, after which I will present a brief profile of its present status. Next I'll go on to talk to you about our major products and services. I will then focus on specific products and services which could meet your needs and enhance your output. I will conclude my presentation with a 10 minute film on useful packages for your company. In all, my presentation will take 30 minutes.

9.3 STUDY SKILLS: VISUAL AIDS

Using Visual Aids



A variety of visual aids like flip charts, line graphs, bar graphs, pie charts, histograms, maps, tables, diagrams, photographs, etc. can be used for presentations. Visual aids are commonly used in presentations to present information which is complex or statistical in nature.

Visual aids can make a presentation more interesting and easier to understand. They also help you to cut down on the amount of talking you have to do.

However, you must ensure that your visuals are relevant, appropriate and clear. You must never overload them with information. Effective presenters introduce and highlight visual information briefly and clearly, making

sure they allow their audience time to absorb the information.

Use visuals to reinforce and clarify, and not to overwhelm the audience.

Here are three samples of visuals commonly used for presentations – a pie chart, a table and a bar graph. In order to be able to talk about them you need language which is specifically used to describe visuals.

Let us recap the useful expressions for introducing visuals which you learnt in the last unit and apply them to the given visuals. The expressions are highlighted in bold. In addition, you will also be introduced to some more formulaic language useful for describing visuals.

- I. **I'd like to show you** a pie chart that will give you a clear picture of our sales in the four sectors in the last quarter. **As you can see**.....

You can help yourself further by beginning in your comfort zone; practice with friends; share your fears with them.

Another way to counter fright is to begin with a slow, well-prepared introduction. Memorize your introduction, so that when you begin you will feel confident and in control. Also ensure that you have a confident and clear conclusion.

However, the most important thing is to be well prepared and practice.

Check Your Progress - 6

- i. a
- ii. b
- iii. b
- iv. c

1.9 Pronunciation: Emphasizing the important words in context

1. Sales have increased from last year. But the profits have hardly moved at all.
2. It's hard to enter the Middle East market. But it's harder still to break into the European market.
3. There are three points I'd like to make. And all three are about our recent advertising campaign.
4. We haven't made big gains yet. But what we've achieved is quite significant.
5. We've made inroads into the East zone. But the North zone is still lagging behind.
6. Tourist facilities in the region have improved considerably. But we still have a long way to go.
7. Better training facilities are not as important. They are an absolute must.
8. Customers have a right to expect follow up. We are the ones who have failed them.
9. The market may be growing. But our market share certainly isn't.
10. We need to give more paid leave to our employees. That's the only way to ensure they have adequate time to distress.