

Presentations: body

Useful Phrases

If you look at this first graph

As you can see...

Now let's look at...

...a good example of...

a key factor

If you look at this slide

a good illustration of...

Transcript

“**If you have a look at this first graph**, you can see that our sales topped 50 million the year before last. Then last year sales dropped to 40 million, with a slight recovery at the end of the financial year. However, this year sales have continued to drop to an all time low of 30 million. **Now let's look at** our market share. **As you can see**, we have 25% of the market share, 10% down on last year.”

“**A good example of** how important internal communications are is shown by some findings from research that we have recently undertaken. Good communications is a very **key factor** in staff motivation. **If you look at this slide**, you will see how important it is to get the basics in place. You need to identify your communication requirement, agree your objectives and success criteria, identify your target audiences, define the content of your message and determine the style of delivery. **A good illustration of the communication process** is when all those basics fall into place naturally.”