

# PRESENTATION OF BUSINESS INFORMATION



PAPER



TOPIC

## Outline/Explain/Discuss the importance of business reports (4)

- A business report aims to provide a critical analysis of how the business is performing in all business functions of the organisation.
- Business reports are used to guide decision making in the business.
- It allows business owners and senior management the opportunity to investigate and solve any identified issues.
- Senior management relies on business reports to inform them of what each department is doing.

## Verbal vs Non-Verbal Presentations

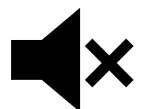
Presentations may be done verbally or non-verbally.

**Verbal presentation** means a presentation is delivered through speech or orally.

Delivering effective verbal presentations involves what you say (verbal), how you say it with your voice (vocal), and everything the audience can see about you (visual).



**Non-verbal presentation** is the transfer of information through the use of business reports, handouts, charts, and posters with the support of visual aids.



## Outline/Explain guidelines on writing an effective business report (4)

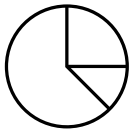
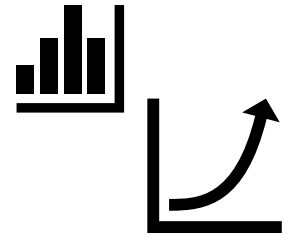
- determine the scope of the report.
- prepare an overview of what the audience to know and details that should be included in the report
- collect the necessary information
- determine the target audience of the report

## Outline/Explain/Discuss the importance, advantages and disadvantages of graphs/diagrams, symbols/ pictures.

**Visual Aids:** items used in addition to spoken/ written information.

## Types of Visual Aids

- Tables: Used to compare and contract information
- Graphs
  - Bar graph Used to compare data between distinct categories
  - Line Graph Used to compare changes over a specified period
  - Pie chart Used to show the relationship between parts of percentages of a whole.
- Diagrams Used to communicate to others how a process is done.
- Illustrations Used to enhance brand messaging and help persuade, inform and influence customers.



### Importance of graphs/diagrams, symbols, pictures (4)

- It helps maintain the audience's interest during the presentation
- It engages the audience with the presentation, makes them remember it afterward.
- Diagrams are interesting, relevant and support the presentation.
- Visual aids will effectively help convey the message.

MS GLOVER'S CLASS	
Wonder woman	Table
Harry Potter	Bar graph
Serena Williams	Line graph
History Books	Histogram
Clock	Pie Chart
Nil Sine Labore	Diagram
Oyisa - Selfie	Picture
Windows	Handouts
Roof	Flipchart
Ms G's desk	Slide show
This is the list of all the visual aids for Grade 11 and 12.	

### Advantages of graphs, diagrams, symbols/pictures

- Information can be displayed in an easy-to-understand format.
- Graphs do not require much explanation.

### Disadvantages of graphs, diagrams, symbols/pictures

- May distract the audience from the speech as they pay more attention to the visual aids.
- Preparation of graphs and diagrams is time-consuming.

## Outline/Explain/Discuss factors that must be considered when preparing for a verbal presentation (4)

- capturing the main aim in the introduction of the presentation
- considering the time frame for the presentation
- knowing the background of the audience to determine the appropriate visual aids
- Relevant and accurate presentation of the information

## Outline/Explain/Discuss factors that must be considered when designing a presentation (4)

- start with the text and headings
- using legible font and font size
- selecting a suitable background that would not distract from the content
- structuring information in a logical sequence
- limiting the information on each slide.



## Purpose of Visual Aids

**Data projector:** data projector allows a large audience to see the detailed information of a presentation.



**Interactive whiteboard:** It allows multiple people to engage in collaborative experience using a touchscreen to take notes, annotate content and offer on-board programs that helps to facilitate sharing and collaboration.

**Video conferencing:** It enables face-to-face communication between two or more people in different locations

**Videos:** Videos emphasize ideas through both sight and sound, and captures and holds the audience's attention.

*Identify visual aids from given scenarios/case studies/pictures/cartoons. Support your answer by quoting from given scenarios/case studies/pictures/cartoons.*