

Improving the Illustration of Presentations

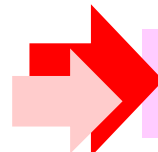
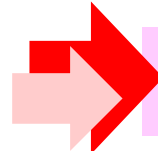
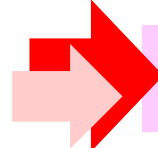
PROF. DR. NORIFUMI KAWAI, MPIA (Pittsburgh)

International Business & Trade
Università degli Studi di Bergamo
Dipartimento di Scienze Aziendali
Bergamo, ITALY

'Good' Presentations or 'Bad' Presentations?



Take-Home Messages are Much Clear !

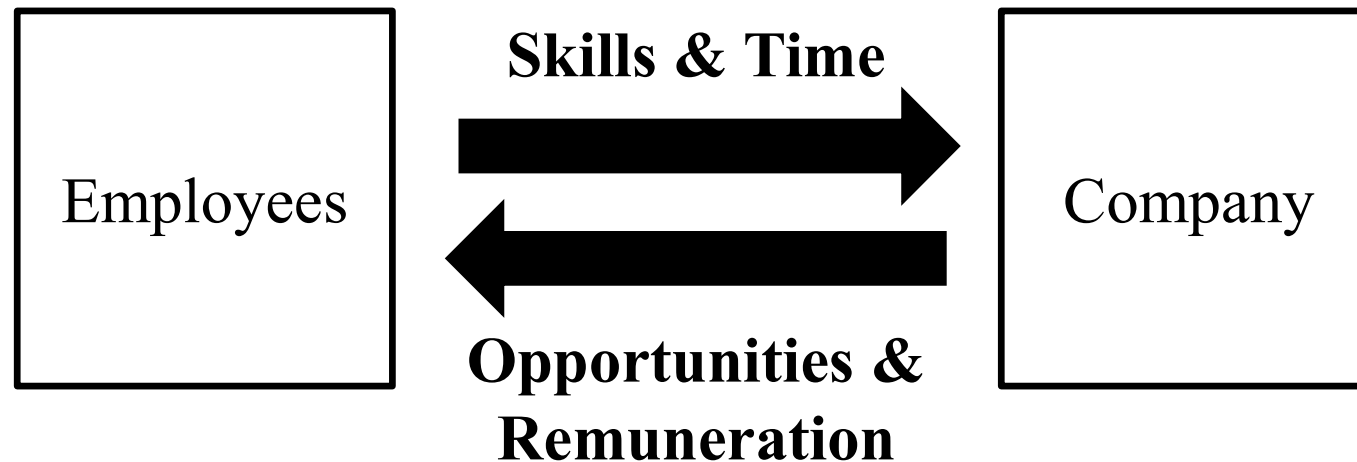
-  **Former President Barack Obama**
-  **Let's Watch TED Talk !**
-  **Akio Toyota's (CEO of Toyota)@Babson**

'9' Diagrams to Sharpen Your Thoughts?



■ (1) 'Exchange' Diagram

❖ Visualize all relationships !



**Visualize the mobility of people, things, & money !
See through business models (e.g., parts suppliers & car assemblers)**

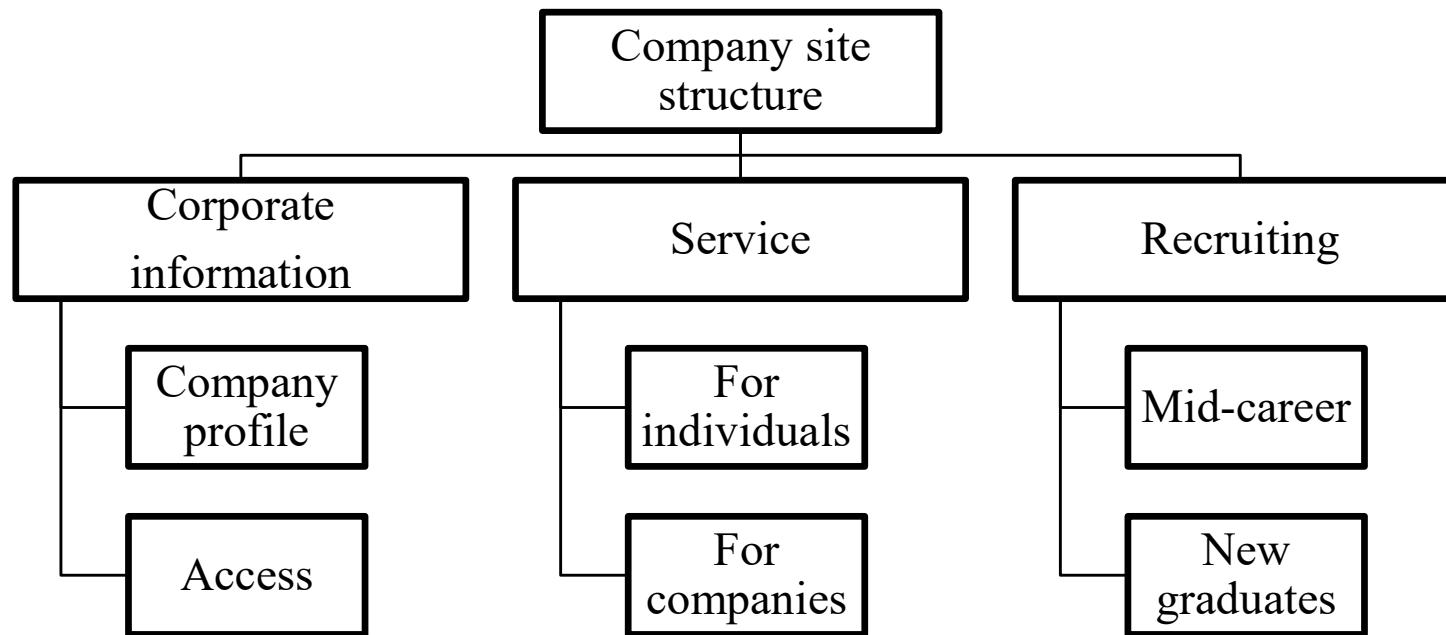
Source: Sakurada (2017: 10)

'9' Diagrams to Sharpen Your Thoughts?



■ (2) 'Tree' Diagram

❖ Organize the structure of things !



Organize complex information ! Find tips for success !

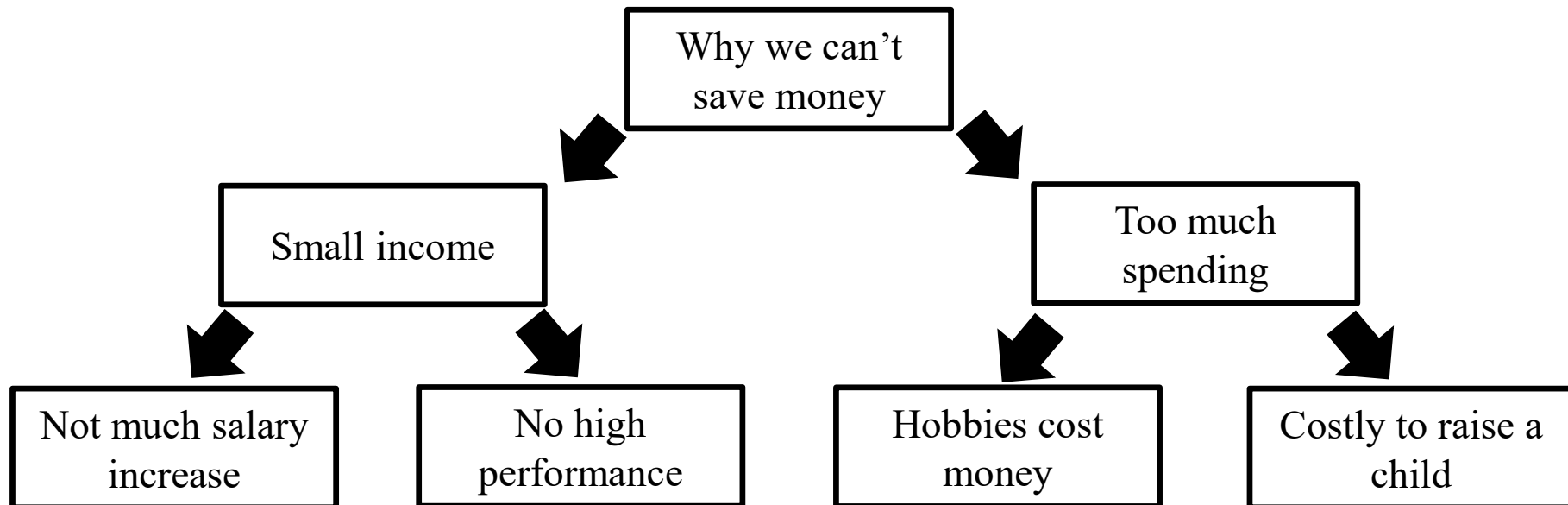
Source: Sakurada (2017: 11)

'9' Diagrams to Sharpen Your Thoughts?



■ (3) 'Deep Digging' Diagram

❖ Dig deeper into your questions & make them clear !



**Improve your situation !
Distinguish & solve problems !**

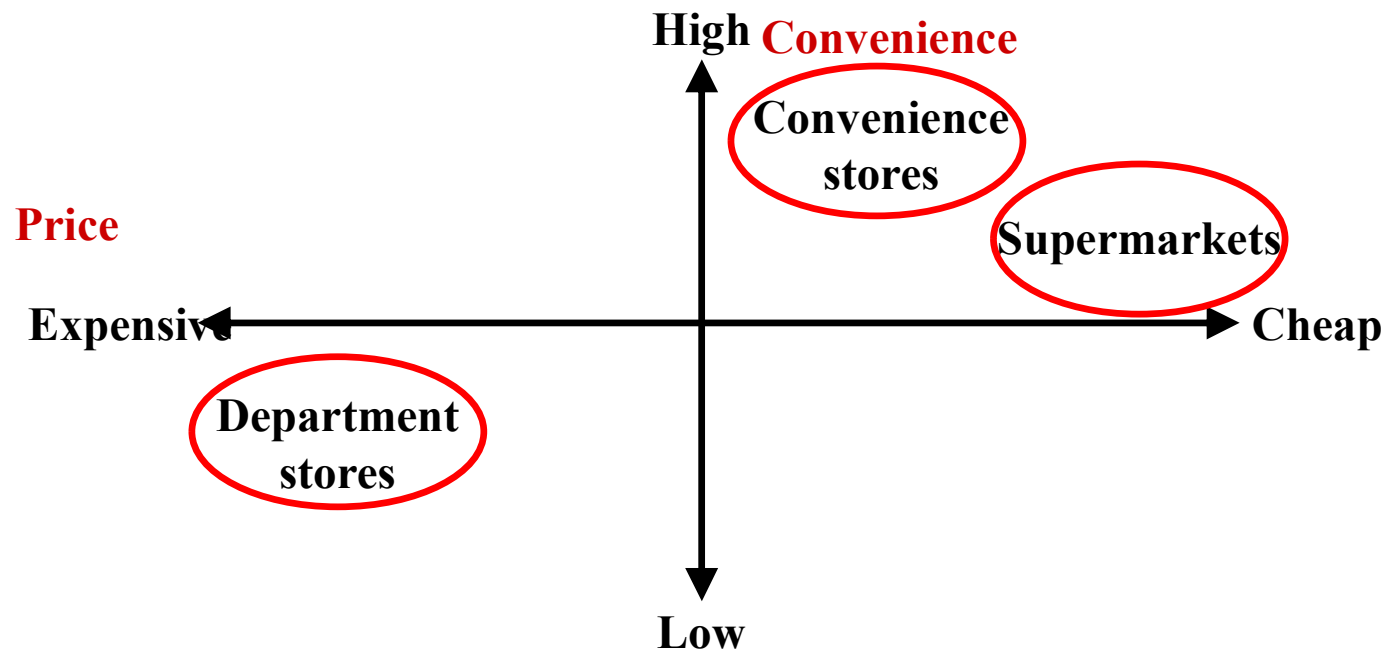
Source: Sakurada (2017: 11)

'9' Diagrams to Sharpen Your Thoughts?



■ (4) 'Comparison' Diagram

❖ Distinguish the Difference between items on 2 axes !



Compare & examine products !
Analyze the differences between popular services !

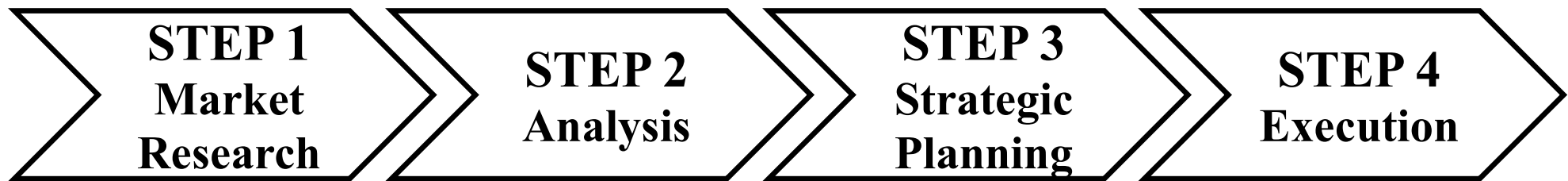
Source: Sakurada (2017: 13)

'9' Diagrams to Sharpen Your Thoughts?



■ (5) 'Flow' Diagrams

❖ Visualize the way toward the purpose or goal !



Summarize the procedure for making a proposal !
Review the flow of different business operations !

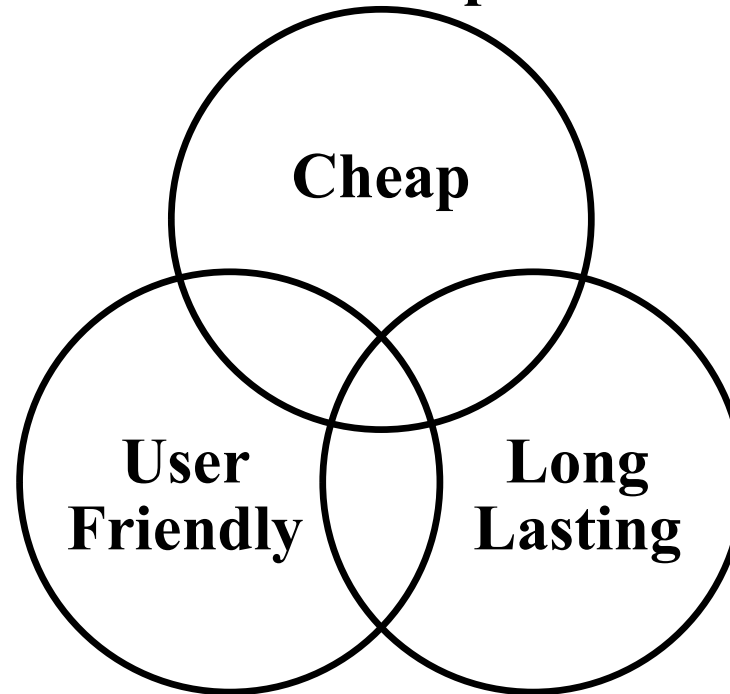
Source: Sakurada (2017: 14)

'9' Diagrams to Sharpen Your Thoughts?



■ (6) 'Overlapping' Diagram

❖ Highlight the characteristics of products & services



**Identify the strength of the strong service !
Summarize the reasons for long-selling !**

Source: Sakurada (2017: 15)

'9' Diagrams to Sharpen Your Thoughts?



■ (7) 'Pyramid' Diagram

❖ Clarify the direction you are aiming for !



**Decide on a sales expansion policy !
Predict the trends of giant companies !**

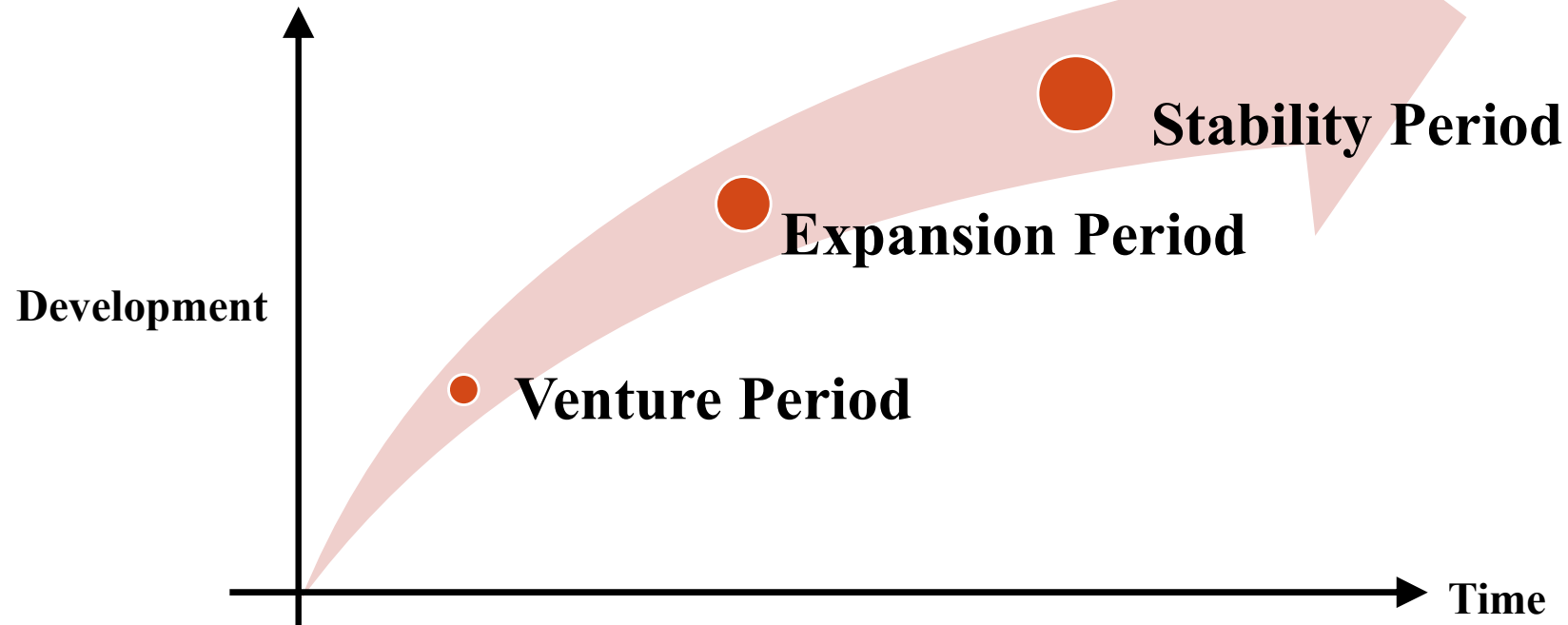
Source: Sakurada (2017: 16)

'9' Diagrams to Sharpen Your Thoughts?



■ (8) 'Ascending-Type' Diagram

❖ Visualize the flow of time & the flow of development !



**Decide on an individual career path !
Visualize the development of organizations !**

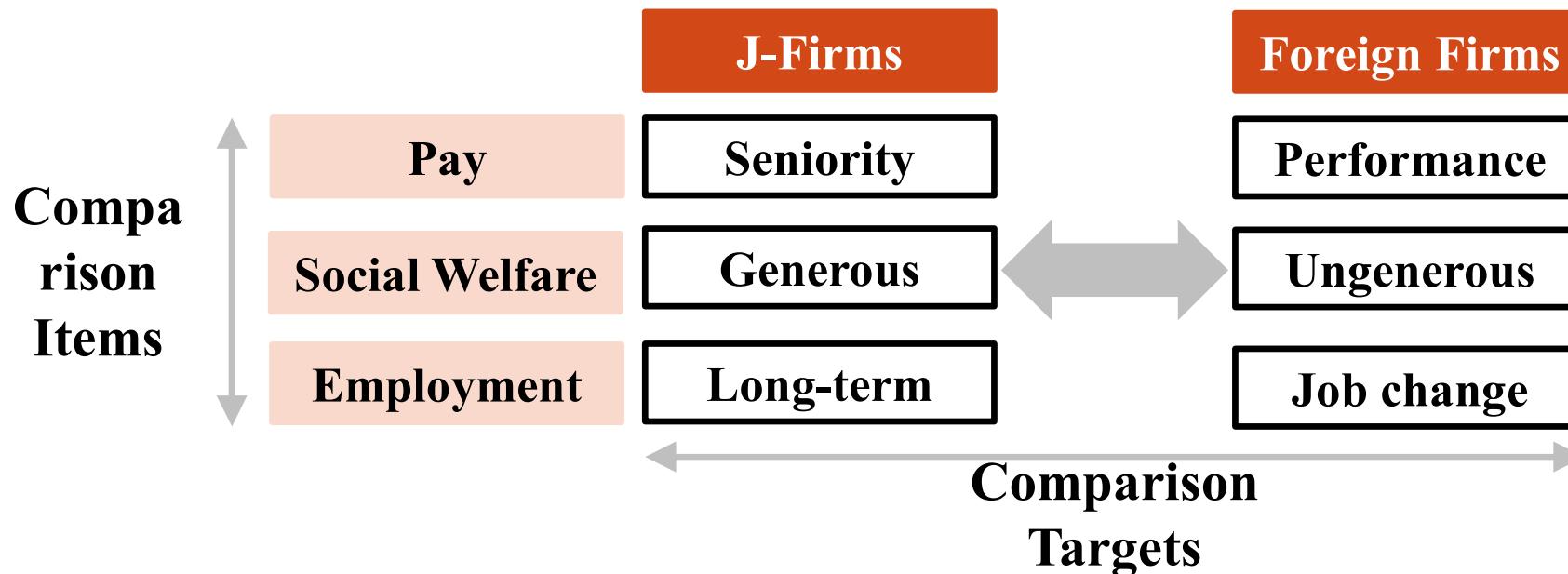
Source: Matsugami (2018:26)

'9' Diagrams to Sharpen Your Thoughts?



■ (9) 'Contrast-Type' Diagram

❖ Visualize comparison items & comparison targets !



**Organize information using a logic tree !
Clarify competitors' & your own strengths & weaknesses !**

Source: Matsugami (2018:27)

'9' Figures to Sharpen Your Thoughts?



[Exercise] Let's make a figure !

Exercise 1



■ What Do Users Pay Google?

Make a diagram ! ('Exchange' diagram)

Users can use **Google's** search service for free. However, advertisements will be displayed in the search results.

Source: Sakurada (2017: 40)

Exercise 1

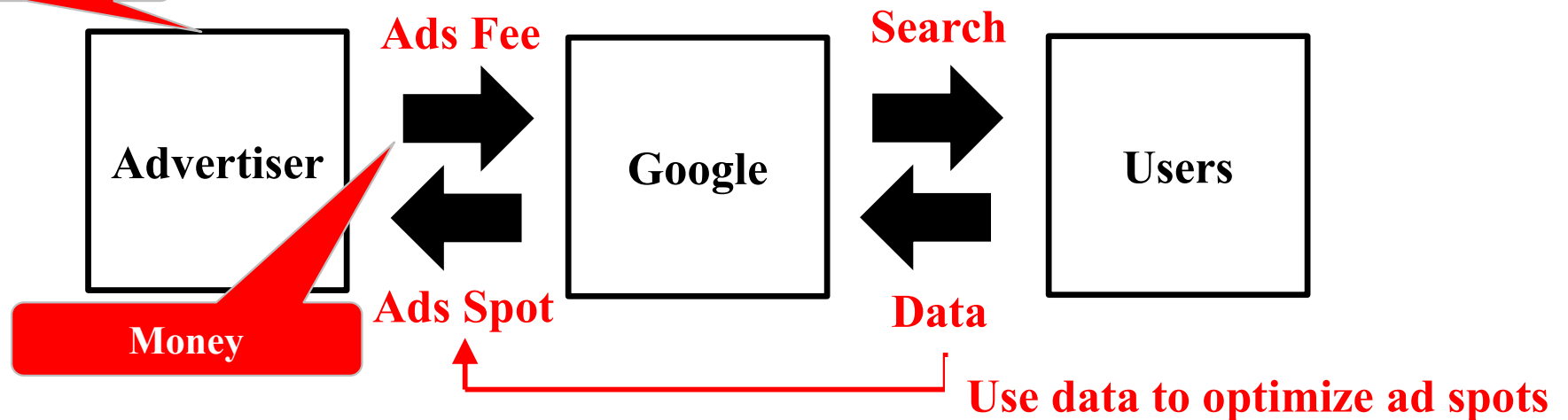


■ What Do Users Pay Google?

Explanation

Users can use **Google**'s search service for free. However, advertisements will be displayed in the search results.

Hidden Parties



Source: Sakurada (2017: 40)

Exercise 2



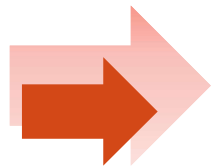
■ How Different are 5 SNS Companies?

Make a diagram ! ('Comparison' diagram)

Compare **5 major SNS companies'** (*i.e.*, LINE, Facebook, Twitter, Instagram & LinkedIn) **strategic positions.**



Possible to think about their positions based on 'use scene', 'user size', 'function', 'user friendliness' etc.



You can compare the 5 SNS companies using the qualitative perspectives if there are no quantitative data.

Source: Sakurada (2017: 90)

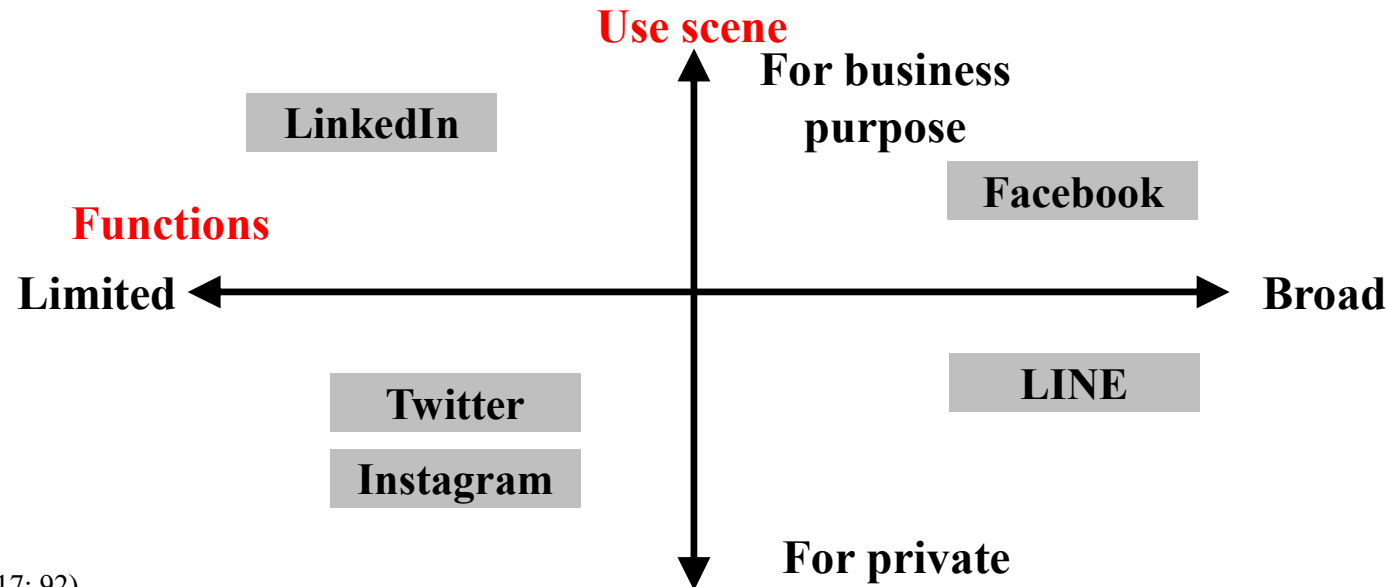
Exercise 2



■ How Different are 5 SNS Companies?

Explanation

Compare **5 major SNS companies'** (*i.e.*, LINE, Facebook, Twitter, Instagram & LinkedIn) **strategic positions**.



Source: Sakurada (2017: 92)

Exercise 3



■ What is the Key Element of Uniqlo's Production Process?

Make a diagram ! ('Flow' diagram)

UNIQLO adopts a manufacturing & retailing model, & unlike general retailing, it consistently engages in product planning, material development in cooperation with material manufacturers, production in cooperation with manufacturers, sales in stores & online, & support activities.

Source: Sakurada (2017: 104)

Exercise 3



■ What is the Key Element of Uniqlo's Production Process?

Explanation

UNIQLO adopts a manufacturing & retailing model, & unlike general retailing, it consistently engages in **(1) product planning**, **(2) material development in cooperation with material manufacturers**, **(3) production in cooperation with manufacturers**, **(4) sales in stores & online**, & **(5) support activities**.

You can understand the whole process correctly by being aware of the differences in roles such as planning & development

Source: Sakurada (2017: 104)

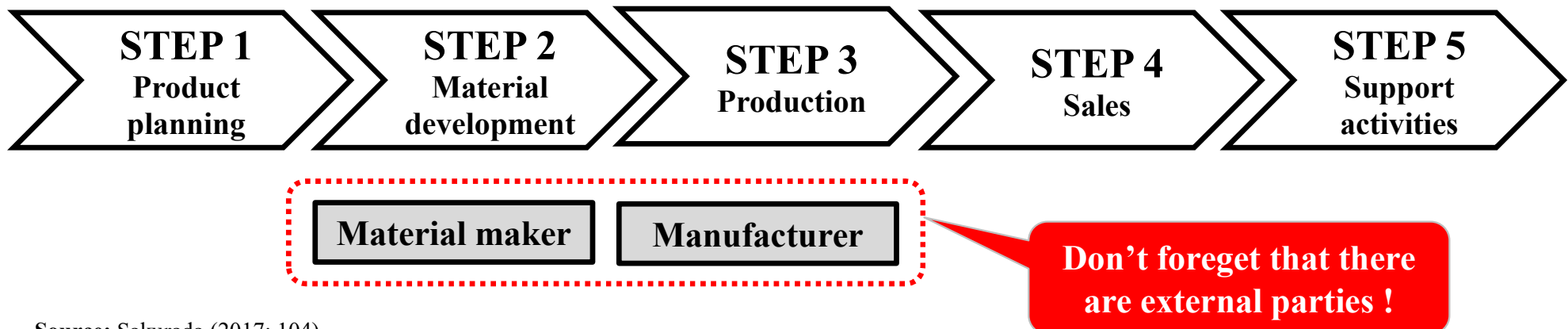
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Source: Sakurada (2017: 104)

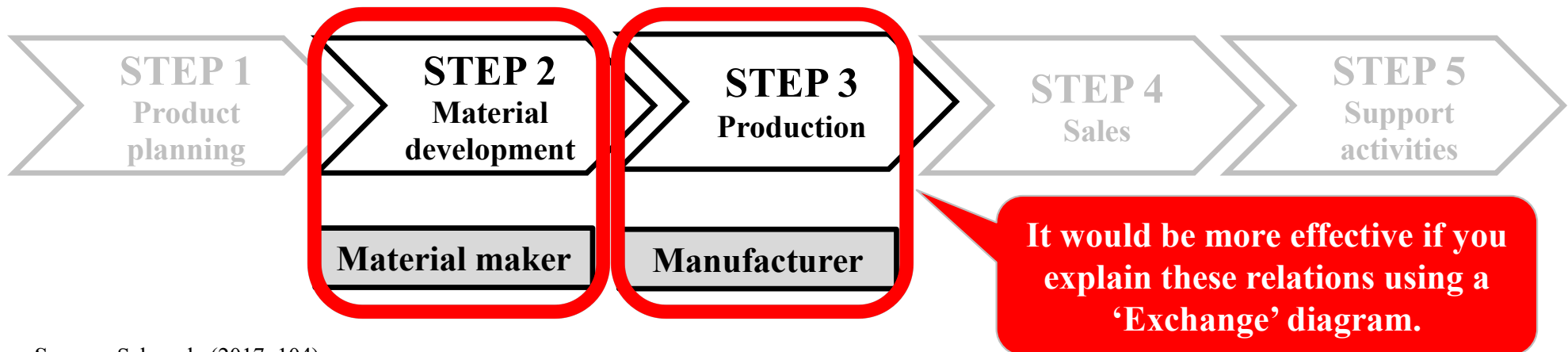
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Source: Sakurada (2017: 104)

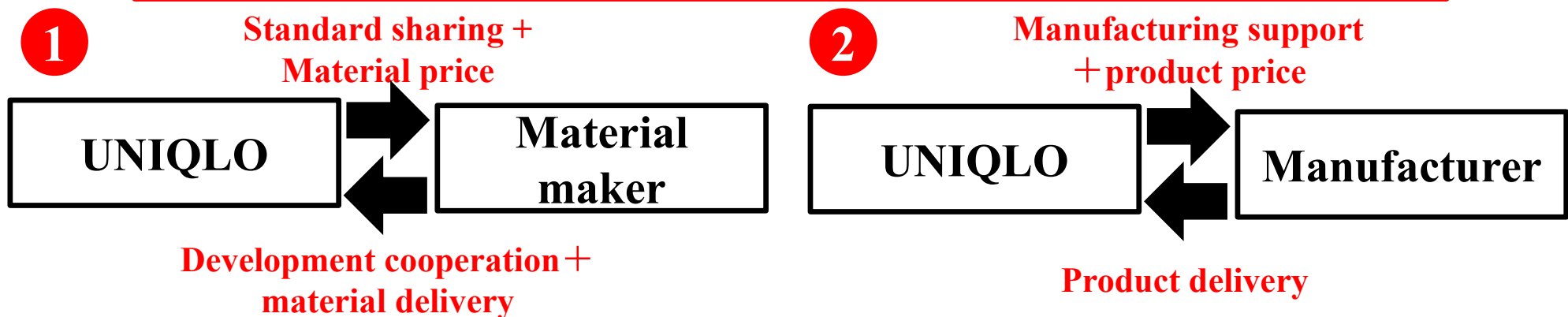
Exercise 3



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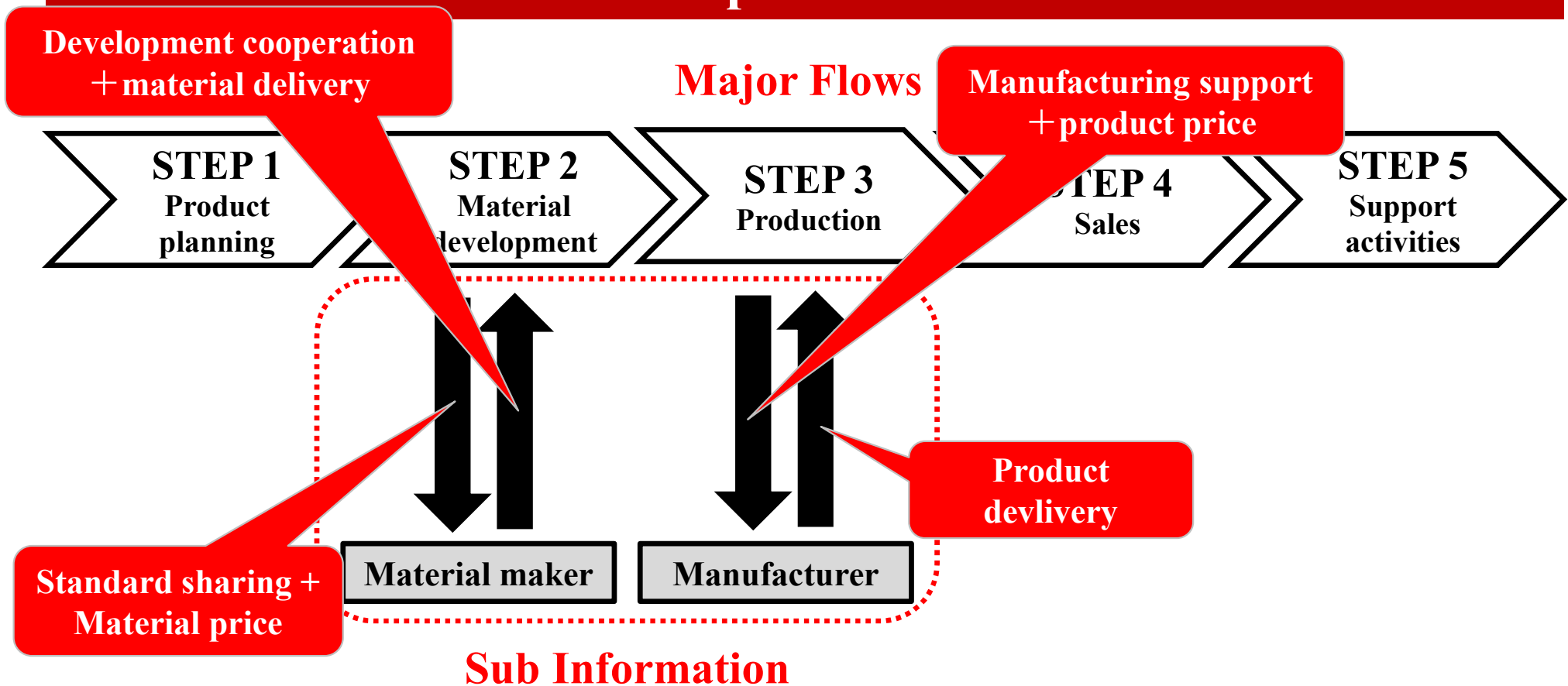
Source: Sakurada (2017: 104)

Exercise 3



■ What is the Key Element of Uniqlo's Production Process?

Explanation



Source: Sakurada (2017: 107-109)

Exercise 4



■ Comparison between ZARA & UNIQLO

Make a diagram ! ('Contrast-Type' diagram)

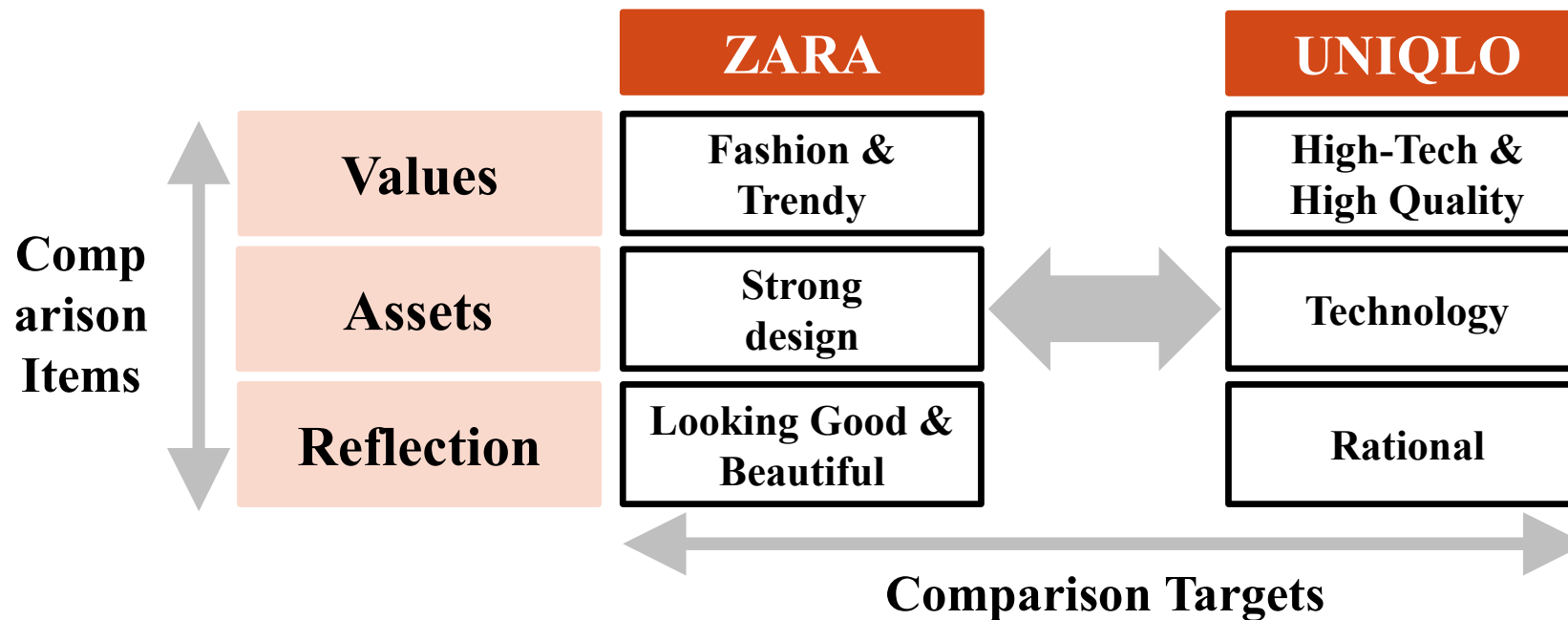
Compare **ZARA** with **UNIQLO** using different comparison items & targets.

Exercise 4



■ Comparison between ZARA & UNIQLO

Explanation



ZARA attaches strong attachment to fashion & trendy while UNIQLO's strength lies in high quality & technology.

The End of Today's Lecture



ご清聴有難う御座いました。

Thank you so much!

Vielen Dank für Ihre Aufmerksamkeit!

Grazie mille !

【Contact Address】

ADDRESS: 208 in Via dei Caniana 2, 24127 Bergamo, ITALY

E-mail: norifumi.kawai@unibg.it