

VISUAL STORYTELLING

For Business Professionals

Use simple visual aid design techniques to engage, educate, and influence your audience!



Course duration – 1 day

2 Presentations to the group

How you will benefit...

- Upgrade a current corporate presentation to be more engaging
- Change one of your presentations so the data tells a story instead of just presenting information
- Work with your peers in the evaluation and development of your ideas for engaging the audience
- Learn the basic techniques of visual design for creating effective slides
- Implement three design methods for simplifying your slides
- Build a storyboard to transition your message to visual presentation
- Learn PowerPoint techniques for improving your efficiency and effectiveness with slide creation
- Create more succinct and powerful visual aids using the three basic slide design foundations
- Redesign your older slides to create more attractive and impactful slides
- Leave the workshop with feedback from a professional speaker and your peers

Course Topics

- **Presentation Starting Point**
 - Creating Artifacts
 - Focus and Simplicity
 - How many slides?
 - Slide titles and claims
- **Presentation #1 – Simplify**
 - Work in groups
 - Get peer feedback
- **Visual Aids Design Foundation**
 - 3 foundations of visuals
 - PowerPoint Tips
- **Purpose & Audience**
 - Define your gap
 - Develop your message
 - How to use a storyboard
 - Creating transitions
- **Presentation #2 – Visual aids**
 - Using an older slide deck, work in groups to apply what you learned in class to improve a slide
 - Coaching & peer feedback

Course Activities

Your Laptop computer is required for this workshop!

Simplify a Slide

Each student will create a simpler version of a slide using a current slide deck.

Practice PowerPoint Techniques

Students will practice the PowerPoint techniques.

Define the purpose and audience

Each participant will define the audience today and the desired change in the audience after the presentation.

Develop your visual aids

Redesigning the visuals will be done on your laptop using your presentation software.

Deliver your presentation slides

Redesign visuals and then share to get feedback from the students and the instructor



Who should attend?

- Business Professionals
- Sales Professionals
- Individual Contributors
- Class size is limited to 18

Who can you contact?

Please call us at 512.671.6711 or email us at info@ispeak.com for more information.