

VISUAL STORYTELLING

Use visual aid design techniques and a corporate storytelling model to engage your audience!

For Business Professionals

Who should attend?

- ✓ Business Professionals
- ✓ Sales Professionals
- ✓ Individual Contributors

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 a data dump of information
- Work with your peers in the evaluation and development of your ideas to engage the audience
- Learn how to create informative leave-behind artifacts without over-populating your slides
- Learn the basic techniques of visual design for creating effective slides
- Create strong titles that serve as a claim
- Learn how to build a storyboard to move from message to visual aids
- Learn PowerPoint techniques for improving your efficiency and effectiveness with slide creation
- Redesign your older slides to create more attractive and impactful slides
- Leave the workshop with feedback from a professional coach and your peers

Course Content

Presentation Starting Point

- Creating Artifacts
- Focus and Simplicity
- How many slides?
- Slide titles and claims

Presentation #1 – Simplify

- Take an existing slide and Simplify the message
- Get coaching and peer feedback
- Visual Aids Design Foundation
- 3 foundations of visuals
- PowerPoint Tips

Storyboarding

- How to use a storyboard
- Creating transitions

Presentation #2 – Visual aids

- Continue to apply what you learned in class to improve a slide, create new slides, or storyboard a future presentation
- Receive feedback

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Delivery Formats:



Classroom



Virtual



Webinar

Course Activities



All exercises and activities are “hands on” for this workshop!

You will need your laptop.



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 taught in class.



Define the point of the slide

Each participant will identify the key point before the slide is designed.



Develop your visual aids

Redesigning the visuals will be done using your presentation software.



Deliver your presentation slides

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



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