

# Influencing with Visuals™

Agenda for **onsite** 1-day delivery



## Good vs. bad visual strategy

---

9:00 AM – 9:50AM	Welcome and housekeeping
	The 3Cs of effective visual strategy
	Activity: Evaluate a real business story
	Team report-outs
9:50AM – 10:00AM	<i>Break</i>

## Map your visual story

---

10:00 AM – 12:20 PM	Why storyboard?
	Option 1: Leverage your Visual Story Planner
	Option 2: Leverage an existing presentation
	Introducing the Visual StoryBuilder™
	Activity: Create your storyboard
	Share your storyboard with a partner and exchange feedback
12:20 PM – 1:20 PM	<i>Lunch</i>

## Net out key messages

---

1:20 PM – 1:50 PM	Activity: Net it out
	Aim for Rule of 3
	Eliminate the unnecessary
	Use parallel structure

## Maximize visual impact

---

1:50 PM – 2:15 PM	5 ways to visualize your story
	Visual guidelines to support your story structure
	Activity: Add visual ideas to your storyboard
	Introducing the Visual Story Library
2:15 PM – 2:40 PM	Four design principles: C.R.A.P
	Activity: Identify the C.R.A.P
	Team report-outs
2:40 PM – 2:50 PM	<i>Break</i>

# Influencing with Visuals™

Agenda for **onsite** 1-day delivery



## Hands-on practice

---

<i>2:50 PM – 3:15 PM</i>	A closer look at the Visual Story Library
	Tips and tricks for customizing photos, icons and layouts in the library

---

## Story lab

---

	Introducing the story lab
<i>3:15 PM – 3:50 PM</i>	On your own: Bring your story to life visually using the Visual Story Library
	Share your visual story with a partner and exchange feedback
<i>3:50 PM – 4:40 PM</i>	Incorporate peer coaching feedback into your story
	Gallery walk: Share your work with the entire group, give and get feedback

---

## Wrap up and next steps

---

	You now have a toolkit to influence with visuals
<i>4:40 PM – 5:00 PM</i>	Recap of concepts we covered
	Your key takeaways and feedback

---

*Program ends at or before 5:00 PM*